

Internal Title: Social Media Assistant

Salary: \$15/hr (No tuition assistance or benefits will be provided.)

Hours Per Week: 30 hours per week

Orientation Dates: December 11-13, 2019

Official Start Date: January 6, 2020

Official End Date: Friday, May 10 (There is an option to work over the summer term)

Job Summary

The position will manage CTE's social media channels. The position combines marketing and social media management skills to design and enhance the social media presence for CTE on all platforms, including developing and promoting brand-focused interactive and engaging content.

Duties will include:

- Maintain and optimize CTE pages within each platform to increase the visibility of CTE social media content
- Generate, edit, publish and share daily/weekly content (original text, images, video or HTML) that builds meaningful connections and encourages followers to take action (like, retweet, etc.)
- Conduct, review and edit award-winning faculty interviews for featured daily Teaching Tips
- Review higher education news sources and journals for appropriate articles to feature in posts
- Manage posting to social media channels during CTE events
- Reports progress, data and analyses interaction to direct supervisor and/or CTE Director

Qualifications

Social media savvy. Understand best practices for posting on Twitter, Facebook, LinkedIn and Instagram. Experience with Hootsuite. Able to develop integrated social media campaign strategies appropriate for each social media channel. Strong writing and editorial skills. Ability to review, summarize and evaluate social media analytics to determine growth and reach of each social media channel. Visual communication skills.

To apply, please submit a Letter of Interest and Resume or Curriculum Vitae via email to Helena Johnson at hjohnson@sc.edu.