

Position Description

POSITION PROFILE

Position Title: Social Media Marketing Student Assistant (Graduate Assistant)

EOU Department/College: Marketing Department

EOU Supervisor Title: Justin Montgomery, Director of Marketing and Communications

Typical Job Duration: Academic year, potentially including summer depending on department needs and funding.

Job Level: Level 1; \$13.20 per hour

Type of Schedule/Typical Hours: Part-time; flexible hours tailored to meet departmental needs and student availability. Includes some evenings and weekends to cover events or manage social media activities in real-time.

Typical Number of Hours Per Week: 15-20 hours, depending on project needs and peak periods.

POSITION INFORMATION

Student Position Description Summary:

The Social Media Marketing Student Assistant supports the Marketing Department by assisting in the creation and management of social media content for the university's colleges. This role involves collaborating closely with the Director of Marketing, graduate, and undergraduate interns to enhance the university's social media presence, engage with the community, and support branding efforts.

Eastern Oregon University is an EEO Employer and welcomes application from women, members of historically underrepresented minority groups, US Veterans, and persona with disabilities. EOU is committed to providing equal opportunity in its recruitment, admissions, educational programs, activities and employment without illegal discrimination on the basis of age, color, disability, national origin, race, marital status, religion, sex, sexual orientation, gender identity, gender expression or any status as protected by state or federal law.

Job Duties/Responsibilities/Essential Functions:

- Strong Communication skills.
- Understand and follow University policy around social media
- Staff and Student interviews
- Keeping the page up to date with valuable content.
- General understanding of Social Media Marketing.
- Ability to be available evenings and weekends.
- Works well with a team but is also a self-starter.
- Work one-on-one with Grad and Undergrad Interns on various projects and tasks.
- Design and present new social media campaign ideas.
- Monitor all social media platforms for trending news, ideas, and feedback.
- Research and evaluate competitor marketing and digital content.
- Contribute to the creation of social media content.
- Work on search engine optimization on the university's website
- Maintain a professional demeanor and accept University Advancement's mission, values, and goals.
- Demonstrate a commitment to fostering and supporting an environment that honors diversity, equity, and inclusion.

HIRING CRITERIA

Minimum Qualifications:

- Attending EOU (on-campus or online)
- In good academic standing

Preferred Qualifications:

- Skills and Selection Criteria
- Proven ability to write clearly and accurately preferred, but not required Interest in understanding marketing best practices
- Students will build on time management skills as well as the ability to plan and execute meetings with colleges in order to create valuable content.
- Professional work ethic and independent time management skills
- Strong critical thinking skills and the ability to respond quickly
- Flexibility and a positive attitude about working in a fast-paced environment
- Detail-oriented on various tasks and projects
- Knowledge of Google Docs, basic grammar/spelling, and WordPress preferred, but not required

Desired Knowledge, Skills & Abilities:

- Innovative thinking and creativity in developing new marketing strategies.
- Strong project management skills, able to oversee projects from conception to completion.
- Excellent interpersonal skills to interact effectively across diverse groups.
- Technical proficiency with graphic design software is a plus.

STUDENT LEARNING OUTCOMES

As a result of completing this internship, the student will:

Academic Learning Outcomes:

- Apply marketing theories and principles learned in coursework to practical, real-world marketing tasks and projects.

Industry Learning Outcomes:

- Gain hands-on experience in social media management, digital content creation, and online community engagement.

Career-Readiness Learning Outcomes:

- Develop critical professional skills such as digital literacy, strategic planning, and analytical thinking.

PROFESSIONAL DEVELOPMENT & TRAINING

Professional Development & Training

EOU student employees have an opportunity to engage in professional development and training as a part of the job. Supervisors support the attainment of professional development by either providing internal department-specific training and/or time reassigned from normally scheduled duties to participate in University-wide training opportunities including appropriate virtual community training opportunities.

Specific training/professional development opportunities:

- *[job-specific training from your department]*
- *[University and virtual community training/events specific to the student position]*
- Multicultural-sponsored training, activities, and events
- Career exploration activities via Career Services
- EO Career Expo Career-Ready symposium First Wednesday in April
- Resume Review with Career Services and/or WorkSource Oregon

LEARNING ASSESSMENT & PERFORMANCE EVALUATION

Learning Assessment and Performance Evaluation

Once a term, student employees and supervisors meet to discuss the progress on completing the position's learning outcomes and the employee's job performance. Specifically:

- Adjustments to the learning outcomes and job duties as needed in order to meet the outcomes
- Upcoming training and professional development opportunities
- On-the-job performance feedback and the level of meeting job duty expectations
- Application of coursework to the workplace, job duties, and learning outcomes
- Application of possible connections to future career-related interests and coursework