Campus Recreation
Marketing & Communication
Social Media Assistant

Position Overview:
- As a member of the Marketing team, the Social Media Assistant is responsible for supporting the implementation of Campus Recreation marketing and communication strategies through social media. This position is responsible for developing and managing Campus Recreation's main social media platforms, including Facebook, Twitter, Instagram and Tik Tok. The successful candidate must be familiar with and have experience using social media platforms.

Position Duties and Responsibilities:
- This individual must develop a comprehensive understanding of Towson University brand standards and the Campus Recreation Marketing Policies & Procedures Style Guide.
- This position creates weekly social media content calendars and reviews them with the Communication Program Assistant and the Assistant Director, Marketing & Communication.
- This position researches and stays current with emerging social media practices and trends.
- This individual creates engaging social media content and posts.
- This position tracks and analyzes monthly social media analytics.
- This individual contributes new ideas and strategies to increase Campus Recreation's social media following.
- This position creates and executes social media strategies.
- This position will assist with other duties as assigned to support the day-to-day functions of the Marketing program area.

Qualifications:
- The position will require approximately 8-10 hours per week
- Enrollment in a Mass Communication/Marketing program preferred
- Knowledge of social media platforms (Facebook, Twitter, Instagram)
- Knowledge of social media scheduling software (Hootsuite) is preferred
- Strong grammar, punctuation, spelling and proofreading skills
- Excellent written and oral communication skills
- Organized and responsible
- Ability to self-motivate with little or no supervision
- Strong attention to detail

Supervisor: Assistant Director, Marketing Strategy & Engagement
Contact Person: Assistant Director, Employee Experience
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