



## **Social Media Coordinator Position Description**

### **POSITION INFORMATION:**

Position Supervisor: Student Activities Coordinator

### **POSITION DESCRIPTION:**

Assists the Center for Student Life with relevant social media posting, as well as creating content for posts. This includes being at all major events, taking photos, and creating content from the events to post.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Make three relevant and engaging posts a week that reflect the student experience including:
  - Athletic events
  - Extra curricular events
  - Campus life
- Involvement in student activities
- Motivated and excited to execute fun and creative ways to engage with the RCU community
- Adhere to Social Media Policy as stated in the employee handbook.

### **ELIGIBILITY REQUIREMENTS:**

- Must maintain a 2.5 GPA and be in good judicial standing with Rochester Christian University. If the student fails to maintain a 2.5 GPA, the student will be placed on an Academic Success Plan with their immediate supervisor.
- Demonstrates enthusiasm for the university, students, faculty, staff and co-curricular programming
- Posses an appreciation of the institution and its resources
- Communicates effectively both verbally and written; as well as interactively with various technologies
- Demonstrates sensitivity/interest in diversity/cultural differences; ability to effectively communicate with a variety of personalities
- Functions effectively in a team environment
- Demonstrated ability to prioritize multiple tasks and responsibilities

### **REQUIRED SKILLS/ABILITIES**

- Basic photography knowledge; video editing is a plus
- Familiarity with Canva
- Must have current active social media accounts
- Independent worker
- Eagerness to learn and collaborate

**STUDENT LEADER PROGRAM:** RCU Student Leaders have the privilege of shaping the RCU student experience through personal example, listening, learning, advocating and serving. Through the course of the academic year Student Leaders will:

- Commit to the ongoing mentoring and leadership of students entrusted into your care
- Assist and engage in move-in day(s) and Warrior Week.
- Attend and participate in RCU's Student Leadership Retreat
- Attend and participate in August training
- Arrive early to campus for scheduled all-day training in preparation for the Fall semester

**POSITION COMPENSATION:** Compensation for student leaders is determined by individual financial aid packages and institutional awards. The basic compensation structure for Social Media Coordinator is:

- \$12.75 an hour, five hours a week, to be paid bi-weekly over the course of the academic year
- \$500 scholarship