Marquette University  
Program Assistant – Social Media/Content Writing  
Office of Student Development

General Description
The Program Assistant for Social Media/Content Writing is a student staff member in the Office of Student Development, directly supervised by the Student Affairs Communications Director. The Program Assistant for Social Media/Content Writing is responsible for using writing, journalism, and social media experience and skills to assist in the development of Student Development communications and marketing initiatives, with a particular emphasis on Late Night Marquette programming.

As a staff member with the Office of Student Development, the Program Assistant for Social Media/Content Writing will also be expected to contribute to the implementation of the Office of Student Development Vision Statement, to value and empower fellow students, and to assist with various duties in the Center For Leadership, Service, and Involvement (CLSI) and/or the Office of Student Development when needed. Members of the Office of Student Development perform their work in a highly collaborative environment and should expect to work closely with student and professional staff to complete the responsibilities listed below.

Specific Responsibilities
• Work collaboratively with the Late Night Marketing and Communications Assistant to keep social media content up to date.
• Generate content for various social media outlets (websites, Facebook, Twitter, etc.), such as feature articles about programming, initiatives, and involvement opportunities. This will involve engaging with students, staff, and faculty on a regular basis.
• Research and provide content for Weekend Line-Up publication.
• Research best practices for utilizing various social media outlets.
• Assist with developing and implementing marketing plans for the Office of Student Development.
• Attend Late Night Marquette team meetings.
• Other duties as assigned.

Qualifications
• Good standing with the University (both academic and disciplinary)
• Strong written communication skills
• Experience and familiarity with social media (Facebook, Twitter, Foursquare, WordPress, etc.)
• Ability to collaborate effectively as a member of a team
• Ability to work independently and accept individual responsibility for projects or assignments
• Organized, responsible, and detail oriented
• Creative and resourceful
• Ability to effectively represent the Office of Student Development to student organizations, campus departments, and outside vendors
• Macintosh computer skills and experience
• Adobe Creative Suite experience preferred but not required

Remuneration
• Approximately 10-12 hours per week
• $8.60 per hour

Updated January 2014