

Department: Campus Recreation

Job Title: Social Media Assistant

Reports to: Assistant Director, Communications & Community Relations

Number of Work Hours per Week: 5-20¹ hours per week

Summary:

Social Media Assistants are responsible for creating and posting content to the social media channels for the Wake Forest Campus Recreation accounts. Content should highlight the various program areas of Campus Recreation and help support the mission and strategic priorities of CR. The role of Social Media Assistant for the Marketing Team requires writing skills, effective communication skills and the ability to work both independently, as well as part of a team. This role for the Marketing Team requires writing and communication skills (see preferred knowledge, skills, and abilities), and preferred prior Facebook, Instagram, TikTok, and Twitter knowledge, though Marketing training will be provided. All content created is expected to uphold standards as set forth by Wake Forest University and the Wellbeing Center.

Essential Functions:

- Create and schedule daily social media content across all social media platforms
- Positively represent the Wellbeing Center and Wake Forest University
- Attend staff meetings and required trainings
- Able to respond to emails in a timely manner
- Able to complete assigned tasks in a timely manner
- Able to meet at least three times per semester with the entire team and/or in an individual meeting with the Marketing Director

Required Knowledge, Skills, and Abilities:

- Excellent communication, time management, and organizational skills
- Strong writing and editing capabilities
- Strong time-management skills
- Willing to take creative initiative
- Meta Business knowledge is a plus
- Previous blogging, marketing, and/or social media experience
- Reliable, truthfully, and punctual

Compensation/Incentives: Within the Wake Forest Wellbeing Center there are opportunities to assume additional responsibilities within the marketing team. All employees are eligible for performance-based incentives.

Note: This position profile identifies the key responsibilities and expectations for performance. It cannot encompass all specific job tasks that an employee may be required to perform job-related duties as may be reasonably assigned by his/her supervisor.

Campus Recreation seeks to recruit and retain a diverse workforce and encourages qualified candidates across all group demographics to apply.

Contact: Connor Touhy touhyc@wfu.edu for additional information

¹ Flexible scheduling