



Department: Campus Recreation
Job Title: Social Media Assistant
Reports to: Assistant Director, Brand Experience & Community Relations
Number of Work Hours per Week: 3-5 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 requires creative brainstorming skills, content creation (photo and video), and the ability to collaborate with a larger marketing team. Prior Instagram and Facebook knowledge is preferred, though specific marketing training will be provided. All content created is expected to uphold standards as set forth by Wake Forest University and Campus Recreation.

Essential Functions:

- Create and post social media content integrated in team social media calendar
- Research marketing trends and brainstorm engaging content ideas
- Positively represent Campus Recreation and Wake Forest University, adhering to brand standards
- Attend staff meetings and required trainings
- Able to respond to emails in a timely manner
- Able to complete assigned tasks in a timely manner

Required Knowledge, Skills, and Abilities:

- Willingness to take creative initiative
- Excellent communication, time management, and organizational skills
- Strong writing and editing capabilities
- Strong time-management skills
- Previous blogging, marketing, and/or social media experience
- (Preferred) Meta business or social media analytics knowledge
- (Preferred) Knowledge of Campus Recreation programs and services

Compensation/Incentives: Within the Campus Recreation marketing team, there are opportunities to assume additional responsibilities. 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. Employees are required to follow any other job-related instructions and 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: Anthony Carson, carsona@wfu.edu for additional information.