Social Media Coordinator

Position Description
The Social Media Coordinator manages and maintains all social networks for the Student Government Association. The Social Media Coordinator reports directly to the Associate Director for Marketing.

Responsibilities
- Implement social media strategy of the Student Government Association.
- Develop content, traffic, and brand awareness to be distributed across all SGA social networks regarding real time activities of the Student Government Association. These social networking accounts include Facebook, Twitter, and Instagram.
- Ensure that social networks remain a source of information regarding the news and activities of the Student Government Association as well as the University of Houston, City of Houston, and other agencies of relevance to students.
- Monitor analytics and effectiveness of social media strategy and provide regular updates regarding progress.
- Monitor trends in social media tools, trends, and applications.
- Attend weekly departmental meetings and monthly Executive Staff meetings.
- Attend all SGA Senate meetings and events.
- Serve on at least one (1) University Committee.
- Any other duties as assigned by the Associate Director for Marketing, Director of Public Relations and/or President.

Qualifications
- Exceptional Time Management and Organizational Skills
- Creative approach to problem solving
- Effective communication skills, both written and oral
- Ability to develop vast knowledge of the University of Houston
- Interest in policies and programs that affect college students and higher education in general

Requirements
- Good Academic & Disciplinary standing
- Hold minimum 10 hours/week of office hours

Contact
For questions or more information please contact the Director of Public Relations sgapr@central.uh.edu.