

UNIVERSITY of HOUSTON

STUDENT HOUSING & RESIDENTIAL LIFE

Communications and Social Media Student Assistant

The Student Housing and Residential Life (SHRL) Communications and Social Media Student Assistant will assist with writing, editing, and distributing of content for print and digital materials shared by departments within SHRL.

Responsibilities range from assisting with the development of a social media content calendar to creating written materials to be placed in communication pieces (i.e. brochures, newsletters, advertisements, news releases, etc.). Departmental assistance with tabling and outreach will also be a major responsibility. Position reports to the Assistant Director of Marketing and Communications.

Position Responsibilities

- Work with members of the SHRL marketing team to create social media plans for events and services.
- Oversee all social media accounts – Facebook, Twitter, Instagram, and SnapChat, and publishing dashboards (i.e. – TweetDeck, Hootsuite, etc).
 - Review analytics to assess effectiveness and recommend improvements for future initiatives
 - Create and manage a content calendar that supports a consistent posting schedule for events and updates
 - Strategize ways to increase followers and engagement on all platforms
 - Host and manage social media contests and takeovers
- Develop written materials on behalf of SHRL departments including advertisements, brochures, newsletters, flyers, website, and news and media releases
- Assist in the planning, development, and implementation and evaluation of SHRL tabling and outreach events
- Assist in the general development of a marketing communications plan.
- Collaborates with supervisor and SHRL Marketing team to develop ideas and new initiatives.
- Attend departmental meetings as necessary.
- Other duties or special projects as assigned by immediate supervisor.

Qualifications

- Currently enrolled in good standing at the University of Houston.
- Proven knowledge of and experience in the production of marketing and creative writing materials and or social media.
- Responsible, efficient, and flexible.
- Available to work 15 – 20 hours weekly.

Salary

- Starting Salary \$10.00/ per hour

How to Apply

- Submit a resume and cover letter via [Cougar Pathway](http://www.uh.edu/cougarpathway/)* (<http://www.uh.edu/cougarpathway/>)
- Job ID: 45827

*Applications will only be accepted through Cougar Pathway.