



Leadership & Community Service-Learning (LCSL) Student Assistant Position Description | Social Media

Overview

LCSL engages UMD students in experiential and community-based learning to foster socially responsible leadership. As part of the Adele H. Stamp Student Union, our signature programs include Alternative Breaks, Terps for Change, Maryland LEAD, Leadership Studies, Maryland Mentor Corps, and TerpsVote. Student Assistants are part-time paraprofessionals that support the mission and vision of LCSL, provide excellent customer service, and play a crucial role in our office's student leadership.

Position Expectations and Requirements

- Able to work in-person for a minimum of 9 hours per week
- Actively participate in weekly team meetings held Mondays from 5:00-6:00 pm
- Assist, attend, and actively participate in beginning of each semester Student Leader Retreat (Saturday, February 1, 2025 - 10:00 am - 4:00 pm)
- Stamp Student Employee Training at beginning of Fall Semester (August 2025)

General Responsibilities

- Meet LCSL and Stamp expectations of providing excellent customer service as the first point contact for students, faculty, staff and community partners seeking to engage with LCSL
- Provide prompt attention and ensure all inquiries via phone, email or in person are responded to in a timely and professional manner
- Fulfill all administrative functions (answering phones, staffing the front desk, retrieving and responding to emails, retrieving office mail and sorting into mail slots, assisting with program area related requests such as photocopying, printing, etc.)
- Participate in GROW personal/professional development program conversations twice per semester
- Represent and present for LCSL at recruitment events such as New Student Orientation (Fall), First Look Fair (Fall), Second Look Fair (Spring), Free Fest (Fall), UNIV100 classes (Fall), Earthfest (Spring), APO Service Fair (Spring), Second Look Fair (Spring) and Stamp and other on campus events
- Maintain detailed transition documents that overview tasks and processes for your role

Social Media Responsibilities

- Take photos, capture video, and design graphics for posts on LCSL social media accounts (e.g. Instagram, TerpLink, LinkedIn)
- Develop engaging content ideas and written copy for posts on LCSL social media accounts (e.g. Instagram, TerpLink, LinkedIn)
- Learn about and follow best practices, brand guidelines, and professionalism in representing LCSL on social media
- Plan weekly content by maintaining a robust publishing calendar based on LCSL programs, campus, and current events; Incorporate feedback and ideas from LCSL staff and student leaders
- Increase engagement and followership of LCSL social media by utilizing strategies for re-posts, new followers, and increased reach



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- Review social media analytics each semester to set goals and inform future plans
- Edit and update LCSL marketing presentations and videos

Minimum Qualifications

- Ability to engage a wide variety of audiences in written copy and verbal presentations
- Strong attention to detail, including thorough proofreading and follow up as needed
- Manage time and prioritize tasks effectively
- Ability to work with minimal direct supervision
- Experience working with a diverse group of individuals
- Mature, outgoing, friendly, and dependable
- Prior experience in planning, creating, and managing social media content for a group or organization
- Proficiency in using Microsoft Office, Google Workspace (e.g. Docs, Drive, Sheets, Calendar), Meta Suite, Canva, and basic photo and video editing

Preferred Qualifications

- Participation in one or more of LCSL's programs – Alternative Breaks, Terps for Change, MLEAD, Leadership Studies, Maryland Mentor Corps, or TerpsVote
- Ability to drive a 7-seater van
- Skilled in use of advanced photo and video editing software (Adobe Photoshop, Final Cut Pro, Avid Media Composer)

Compensation and Duration

- Desired Start Date: February 2025
- Must be enrolled as an undergraduate student in good standing at the University of Maryland through December 2025
- Opportunity to renew position based on performance
- \$15/hour paid bi-weekly

To Apply:

- Email resume and cover letter to Pamela Gouws (pgouws@umd.edu) by **Saturday, February 15th, 2025**