



USG Director of Social Media*

Undergraduate Student Government 2025-26

General USG Staff Expectations:

All individuals accepting a staff position within USG must sign and abide by the:

-  USG Conduct Code
-  Communications Policy
-  Employees, Project Members, and Volunteers Policy
-  Sexual Misconduct Policy
-  Conflict of Interest Policy
-  Equal Opportunity and Non-Discrimination Policy
-  Record Keeping Policy

Position Overview

The Director of Social Media is a member of the Communications Team. They run USG's social media platforms and work closely with other staff teams and committees to ensure that relevant information is shared in a clear and timely manner. They are responsible for communicating information clearly in posts, overseeing the USG blog, sharing news in a timely manner, responding to direct messages, and managing any USG-branded social media pages.

Position Duties and Responsibilities

The Director of Social Media will:

- Serve as USG's point of contact for social media-related advocacy;
- Assist and ensure the curation and maintenance of content production on the USG website,, Facebook, Instagram, TikTok, LinkedIn the Humans of the UMN page, and additional social media websites as necessary;
- Develop posts, help write statements, and prepare content as a facet of the communications strategy;
- Be the primary creator of infographics, social media posts, flyers etc;
- Manage a high volume of social media posts, and communicate with social media followers (including responding to inquiries in a timely manner);
- Work on a team to facilitate the promotion of USG's initiative, executing and implementing USG's communications strategy;
- Work to photo and video content for USG;
- Oversee and direct the production and post-production of video projects with other Communications Team members;
- Provide guidance to the Executive Board and other USG teams in conjunction with the Communications Director when called upon;
- Assist other members of the Communications Team to promote USG and community events;
- Work both to promote these initiatives externally while functioning within USG to help compile information and prepare communications across teams, committees, and boards.

- Oversee and guide additional team members who may work under the Director of Social Media and assist in completing communication team tasks;
- Complete additional responsibilities and duties as defined by the Executive Director of Communications;
- Report to the Executive Director of Communications and the Vice President.

Qualifications

All candidates are encouraged to apply, with emphasis placed on the following qualifications:

- Strong knowledge of social media platforms, such as Instagram, TikTok, LinkedIn etc.
- Strong writing skills;
- Experience using Squarespace;
- Some knowledge of photography;
- Proficiency in Adobe Suite, specifically Adobe Lightroom, Photoshop, and/or PremierePro;
- Strong interpersonal and communication skills;
- Commitment to the values of diversity, equity, and inclusion, with the ability to engage respectfully and effectively with individuals from diverse backgrounds and perspectives.

Position Commitment and Compensation

The commitment for this position is 10-12 hours per week. The week-to-week average commitment varies depending on any events or initiatives that are being planned.

The Director of Marketing will be compensated with a stipend of \$1,500.00, issued in quarterly payments. This stipend is contingent upon the staff member successfully completing their role responsibilities.

This position is from July 1st, 2025 until June 30th, 2026. If the staff member leaves their role prior to the position end date, this may be reflected in their stipend.

*This position description may not include all aspects of the position. The USG staff member is expected to respond appropriately to requests by their supervisor.