

The social media strategist graduate assistant will be a member of the communications team and report to the senior communications director. The communications team is a unit in the **College of Education in the Office of College Advancement**. This position's primary responsibility will be to create and develop engaging social media campaigns and content primarily on Facebook, Twitter, and Instagram, and to be responsible for maintaining a presence on LinkedIn, Google Plus, and YouTube.

The social media strategist also will partner with units and departments in the College to identify ways to integrate social media into their communication and marketing plans, monitor departmental accounts and benchmarks, and maintain a clear voice that is representative of the College of Education.

The person in this position will monitor engagement traffic, reviewing insights and analytics and recommending how performance can be enhanced in the future.

Desired skills and experience:

- Experience in digital media strategy
- Experience in social media analytics
- Experience using social media for a professional organization or brand
- Ability to manage time wisely, working with little supervision
- Ability to pay attention to detail and be creative in spirit
- Excellent copy writing skills; impeccable grammar and spelling
- Interest in education, nonprofit, or development arenas
- Experience with video production, Premiere, InDesign, Photoshop

Requirements:

- 13 hours per week
- Must not be currently employed on campus
- Position begins May 2016 or August 2016 depending on availability

To Apply:

Please send a short cover letter and resume to Jen Williams at jenw@uga.edu by May 6, 2016.

Please write "Social Media Strategist" in the subject of your email.

We look forward to hearing from you!