Undergraduate Assistant Statement of Duties

TITLE: One (1) Undergraduate Social Media Content Developer for Cultural Centers
AGENCY: Center for Multicultural Advancement and Student Success
SUPERVISOR: Chona Lauyan, Assistant Director for CMASS

A. General Description: 10 Hour Work Study Position:
This position will work with the Marketing, Publicity and Administration area of CMASS to: generate content on social media that is culturally relevant, educational and respectful of different perspectives; to promote active participation and maintain consistent presence of the four cultural centers; to assist in updating publicity of all events and information about the cultural centers (CC) on social media and day-to-day activities inclusive of creating, curating and managing all published content (images, video and written articles).

This position offers opportunities to gain practical experience in marketing, designing and implementing comprehensive multi-media and publicity strategy. Reappointment is dependent on department need, satisfactory performance evaluation, experience, academic standing and funding availability.

B. Required Duties:
1. Attend weekly staff meetings.
2. Assist the marketing and publicity team in designing and implementing a comprehensive multi-media and publicity strategy.
3. Create a regular publishing schedule for all social media platforms, including Facebook, Twitter, and other social media networks.
4. Generate information through a regular “DID YOU KNOW?” feature in FB specifically that shares news/history about each CC, CMASS, UMass and events happening on campus, the nation and the world that are culturally relevant, and promote this content through social media.
5. Create content that is appropriate, culturally relevant, engaging, and educational, while also being respectful of different perspectives of the campus community.
6. Share information related to current events and happenings that will increase reader’s knowledge of and interest in your CC.
7. Assist in making the cultural centers’ social media by uploading photos and/or videos (if available) of their events.
8. Check notifications on all platforms, including any messages or comments that may be received, and respond as necessary. Initiate a dialogue with users and show that you are interested in people’s conversations.
9. Encourage conversation/activity and use of each platform by posting comments as needed.
10. Increase followers and likes.
11. Willingness to learn new software as needed.

C. Minimum Requirements
1. Undergraduate student in good academic standing and enrolled in a degree program.
2. Must have work-study
3. Able to work 10 hours a week and meet work requirements.
4. Competence with Facebook, Twitter, Twitlonger, Microsoft Office, as well as social networking sites applications.
5. Facility with taking pictures and videos, compressing them into zip files for transmittal.
6. Experience maintaining accurate up-to-date records.
7. Excellent oral and written communication skills, public speaking skills.
8. Ability to work evenings and some weekends.

D. Supervision Received

Report directly to Chona Lauyan, Assistant Director for CMASS