

Social Media Assistant Positions Open

We are looking for a new group of students to serve as student bloggers and assist with our social media platforms. Download the application today!

Questions? Email jbarden@umass.edu for more information.

Application

Position Name: Social Media Assistant – Office of Undergraduate Admissions

About the University of Massachusetts Amherst

UMass Amherst is consistently ranked among the top public research universities in the nation and offers a rich cultural environment in a rural setting close to major urban centers. As a public land-grant institution, UMass Amherst has the responsibility to provide access and opportunities for all people, while demonstrating our commitment to inclusion of historically underrepresented groups. We believe that a culturally diverse campus is integral to academic excellence and that our students, faculty, and staff should reflect the diverse world in which we live. The University recognizes and values the wide range of voices and perspectives in all spheres of the academic enterprise. We are committed to policies that promote inclusiveness, social justice, and respect for all, regardless of race, color, religion, creed, gender, sexual orientation, age, national or ethnic origin, physical or mental disability, political belief or affiliation, marital status, veteran status, immigration status, gender identity and expression, genetic information, or any other characteristic or status protected by state or federal laws.

About the Office of Undergraduate Admissions

The Office of Undergraduate Admissions is a component of the Office of Enrollment Management. Its primary purpose is to help the University attract and recruit students who are likely to be successful, guide them through the admissions process, and work with them to secure scholarships and financial aid.

About the Position

The Office of Undergraduate Admissions seeks mature and responsible undergraduate students who have strong writing abilities and demonstrate creativity and social media savvy to work alongside an Assistant Director of Admissions to enhance the image of UMass Amherst on digital platforms. Each **Social Media Assistant** will assist with the following items including, but not limited to:

- Writing and publishing blog posts that provide prospective students with an unfiltered look into life as a UMass Amherst student
- Enhancing the image of UMass Amherst's image through digital media platforms
- Targeting an audience of mainly prospective students through the use of written and visual content

(Three social media ambassadors will also be selected to run our office's Instagram account)

Minimum Qualifications

- Returning undergraduate with at least two semesters of coursework completed and two semesters of coursework remaining
- 3.0 cumulative GPA at the time of application
- Must have excellent writing skills that appeal to readers
- Previous blogging/social media experience
- Demonstrated success captivating an audience through social platforms
- Must have a demonstrated interest in campus life/activities
- Must show initiative and be able to work independently on assigned tasks with little or no supervision

Compensation

- \$11/hour for no more than 4 hours/week per person (20 week position)

To Apply: Please submit a resume and a cover letter expressing your interest in the Social Media Assistant position. In addition, you must submit two writing samples. If you are interested in working with the Instagram account, please submit three examples of your own Instagram posts including captions. **Please be sure to include your SPIRE ID number in your cover letter.** All materials are due on or before midnight, September 9th.

Send Application Materials to:

Jonathan Barden, Assistant Director of Admissions
jbarden@umass.edu