

## 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:

1. Generate content on social media that is culturally relevant, educational and respectful of different perspectives.
2. Promote active two-way participation and maintain consistent presence of the four cultural centers on social media.
3. Assist in publicizing 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 also offers opportunities to gain practical experience in marketing, designing and implementing a 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. Curate content through a regular "DID YOU KNOW?" feature on appropriate social media platforms that shares news/history about each one of our four cultural centers, CMASS, UMass/events happening on campus, and the nation/world that are culturally relevant.
5. Upload photos and/or videos of CMASS events while maximizing engagement.

6. Generate metrics and analytical reports for all social media channels.
7. Regularly check notifications on all platforms, including any messages or comments that may be received, and respond/route as necessary. Initiate a dialogue with users and show that you are interested in people's conversations.
8. Increase followers and likes.
9. 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, Instagram, Twitter, Twit longer, Microsoft Office, as well as social media scheduling platforms.
5. Eagerness or demonstrated history of managing social media on behalf of an organization.
6. Facility with taking pictures and videos.
7. Experience maintaining accurate up-to-date records.
8. Excellent oral and written communication skills, public speaking skills.
9. Ability to work evenings and some weekends.
10. Willingness to learn social media trends and apply them to CMASS' work.

D. Supervision Received

Report directly to Chona Lauyan, Assistant Director for CMASS