Student Activities Office and the Carleton Student Association
Student Activities Programming Board (SAPB)
Social Media Assistant
Position Description

Application Information

• Contact: Jessica VanZuilen
• Applications and hiring information online: go.carleton.edu/activities
• 5 hours per week
• Paid mandatory training

Mandatory Training

• May 20, 2014, 7:00 - 8:30 p.m.: Division of Student Life, Peer Leader Kick-Off: Great Hall
• September 4, 2014: New Student Week Leaders (NSWL) Arrive on Campus
• September 8, 2014: Combined Peer Leader Training (all day)
• September 9 - 14, 2014: New Student Week

Overview

Carleton College employs hundreds of students in a variety of leadership and support roles. These students are vital in providing important programs and services to the campus community. With the talent, energy and spirit of Carleton’s student leaders, the College stands well-positioned to provide a true liberal arts education that challenges students to “learn broadly and think deeply.”

Social Media Assistant

This position assists the Publications Program Assistant in providing marketing through social media for a variety of programs and services coordinated by the Student Activities Programming Board (SAPB) and the Carleton Student Association (CSA). Responsibilities may include the design and creation of video blogs, facebook updates, twitter feeds, event photos and video footage.

This position will work approximately 5 hours per week during the academic year, with a combination of event planning responsibilities and attending events sponsored by SAPB and CSA. Night and weekend hours required. This position will also assist Program Assistants in planning and promoting large, campus-wide events such as New Student Week, Spring Concert, Midwinter Ball, Halloween Concert, and Dances.

Social Media Assistant Responsibilities

• Collaborate with others in the development of an overall theme, look, and feel of publications and promotions for the Student Activities Programming Board (SAPB) and the Carleton Student Association (CSA)
• Consult with departmental professional staff on the design and editing of publications to ensure adherence to College design guidelines and standards
• Creatively design video blogs
• Capture footage and photos of events
• Maintain departmental and program specific websites as necessary
• Promote events through Facebook, Twitter and other social media
• Assist with managing the digital signage program for the SAPB and CSA
• Meet regularly with the Assistant Director of Student Activities
• Support Program Assistants in planning and implementing large, campus-wide events
• Attend weekly meetings of the Student Activities Programming Board (SAPB)
• Other duties as assigned

Qualifications

• Carleton student in good academic and disciplinary standing
• Desire to learn about graphic design, marketing, and promotion
• Desire to create promotions through social media such as Facebook, Twitter and video creation
• Desire to create publications that are meaningful to students and other audiences
• Willingness to serve as part of a team
• Enthusiasm and willingness to learn
• Assertiveness and patience in the workplace
• Creativity, integrity, and a positive attitude
• Attention to detail and strong organizational skills
• Effective written and oral communication skills, problem solving abilities, and decision-making skills
• Ability to multi-task and manage multiple projects with overlapping deadlines
• Ability to represent the SAPB and CSA in a professional manner
• Willingness to work some evening, night, and weekend hours as needed
• Sense of humor

Preferred Qualifications

• Working knowledge of design software including Microsoft Publisher and Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
• Working knowledge of web design and web design software
• Demonstrated experience in video editing
• Demonstrated experience in the design of posters, brochures, and websites
• Demonstrated understanding of the mission and purpose of the Division of Student Life