Administrative Support Specialist 311—Residential Life Social Media/Marketing Specialist

Residential Life is searching for a Social Media/Marketing Specialist for the 2018-2019 Academic Year to advance the role of Residential Life in supporting and educating University of Connecticut students throughout their time on-campus. This highly motivated, creative individual should have a passion for connecting with current and future followers to continue building the Residential Life brand and to assist with turning fans into on-campus residents.

This position is responsible for:

- Providing information to students, faculty, staff, and the general public regarding Residential Life services, policies, and procedures
- Assisting in research related to Residential Life functions, including social media and web platform usage
- Completing special projects related to advertising processes or events
- Operating a computer, printer, copy machine, scanner, or other office equipment
- Creating, editing, or updating templates, promotional materials, or flyers
- Creating and publishing content on the Residential Life social media pages for Facebook, Twitter, and Instagram
- Creating and maintaining a regular publishing schedule to ensure that all platforms have regular content
- Creating flyers, advertisements, infographics, and other informational media
- Continuing to develop the #LiveOnAndLearn marketing campaign to promote on-campus living to students
- Analyzing data related to on-campus housing and social media followers to identify trends and improve processes
- Coordinate with student leaders to complete Instagram student takeovers and Meet Monday posts, including sharing expectations, collecting images, and determining that the content supports the Residential Life brand

Required Skills:

- Excellent writing, proofreading, and communication skills
- Strong time management and organizational skills
- The ability to complete tasks with minimal supervision
- Capacity to multi-task and adhere to deadlines
- Ability to operate a computer
- Previous experience (professional or personal) with maintaining a profile on Facebook, Twitter, or Instagram

Preferred Qualifications:

- Experience living on campus at the University of Connecticut with the ability to articulate why students should #LiveOnAndLearn.
- Familiarity with marketing, promotional campaigns, graphic design, and/or social media.
- Experience with Hootsuite, Microsoft Publisher/Adobe Photoshop, Piktochart, or other graphic representation software.