

Job Title: SCU Social Media Coordinator

Department Name: Marketing

Hiring Supervisor: Jessie Rystrom

Hiring Supervisor's Email: jessierystrom@scuhs.edu

Rate of Pay: \$25/hour

Job Description

Responsibilities:

- Stay up to date on the latest trends across social media and emerging platforms, actively contributing ideas for creative content strategies and new ways to enhance SCU's presence and engagement.
- Collaborate with the Social Media Specialist to analyze performance and growth metrics, making data-driven adjustments to optimize posts and increase engagement.
- Generate creative ideas for YouTube video content, assist during filming, and coordinate with individuals involved in the video, ensuring smooth production.
- Create and manage content for Instagram Stories to engage students on a more personal level and keep them connected with SCU's community.
- Review all comments on social media posts and respond to any questions in the comments to foster engagement and maintain a strong community connection.
- Create PowerPoint presentations for marketing initiatives, including month-over-month content performance analysis, ensuring clarity, visual appeal, and brand consistency.
- Coordinate with faculty members and students to secure approvals, organize video shoots, and ensure smooth collaboration for content creation and marketing initiatives.
- Write engaging and on-brand captions for all social media posts, ensuring consistency in messaging and tone.
- Maintain a broad understanding of all programs offered at SCU, ensuring that content reflects the diversity of offerings and is inclusive of all areas, beyond the enrolled program.
- Contribute ideas for content showcasing SCU's online programs, ensuring comprehensive representation of all programs offered at SCU.
- Actively participate in brainstorming sessions and contribute innovative ideas for content creation, helping to shape and drive engaging marketing strategies.
- Work independently to manage tasks, ensuring timely and effective completion of responsibilities.
- Commit to attending weekly meetings to collaborate with the team, provide updates, and discuss strategies.

Educational Benefits/Learning Outcomes:

- Gain experience in creating highly engaging content that promotes specific initiatives and highlights various stakeholders as thought leaders, enhancing overall visibility.

- Master social media marketing skills, including analyzing metrics and optimizing content strategies for effective post engagement and growth.
- Learn to generate and manage content, including idea development, filming assistance, and coordination with video participants, aligning with specific marketing objectives.
- Develop skills in creating and managing marketing efforts to foster a personal connection with involved parties and strengthen community engagement.
- Acquire expertise in creating professional presentations for important initiatives, including clear and visually appealing performance analysis.
- Enhance project management and coordination abilities by working with contributors to organize video shoots, secure approvals, and ensure smooth content creation processes.
- Improve writing skills by crafting engaging and on-brand captions that maintain consistency in messaging.
- Expand creativity by generating and managing video content, including conceptualizing ideas, assisting with filming, and coordinating with participants, all while ensuring alignment with objectives and refining creative expertise.
- Develop the skills to craft and implement innovative and engaging marketing strategies.
- Develop independence in managing tasks, ensuring timely and effective completion of responsibilities.
- Learn effective team collaboration techniques by discussing strategies to ensure cohesive and aligned marketing efforts.
- Gain a comprehensive understanding of various professions within an integrative healthcare environment, learning to create inclusive, well-rounded content that reflects diversity.
- Acquire advanced social media skills and marketing strategies that will enhance professional capabilities and prepare for the field after graduation.

Minimum Job Qualifications:

- Applicants must have completed at least one term as an SCU student prior to applying.
- Maintain a GPA of at least 2.5 to ensure academic standing and eligibility for the role.
- Maintain good standing with the University in terms of academic performance, financial obligations, and conduct.
- Demonstrate exceptional communication and interpersonal skills, effectively engaging with team members, faculty, staff, and students.
- Exhibit strong time management skills and consistently meet critical deadlines with efficiency and precision.
- Must have a strong understanding of current trends and the ability to develop strategies for various platforms, including Instagram Stories and YouTube.
- Possess a creative and innovative mindset, with a proven ability to think outside the box and generate fresh, original ideas.
- Demonstrate meticulous attention to detail, a strong sense of responsibility, and consistent reliability.
- Exhibit a proactive, go-getter attitude paired with effective communication skills.
- When inquiring, please submit a resume along with any additional relevant experience or portfolio examples that showcase skills and qualifications.