

Student Services Social Media Coordinator (FWS Position)

Department: Student Services

Reports To: Alexander Cruz, Sr. Coordinator for Inclusion and Wellbeing

Pay Rate: \$25.00 per hour

Position Type: Federal Work-Study (FWS)

Position Overview

The Student Services Social Media Coordinator will support the Student Services department by managing and creating engaging digital content for official social media platforms. This role will focus on promoting student events, wellness initiatives, clubs, leadership opportunities, and resources available to students. The coordinator will work closely with Student Services staff to develop creative strategies that enhance student engagement and foster a sense of community.

Key Responsibilities

- **Content Creation & Management:**
 - Develop and schedule social media posts across platforms (Instagram, TikTok, LinkedIn, etc.).
 - Design graphics, write captions, and create video content that aligns with Student Services messaging.
 - Ensure content is inclusive, engaging, and relevant to SCU students.
- **Event Promotion:**
 - Collaborate with Student Services staff to highlight upcoming events and initiatives.
 - Cover live events through social media stories, posts, and recaps.
- **Engagement & Community Building:**
 - Monitor comments, messages, and interactions to foster engagement with students.
 - Assist in developing campaigns to increase student participation in programs and services.
- **Analytics & Strategy:**
 - Track engagement metrics and provide insights on what content performs best.
 - Suggest improvements based on trends and student interests.
- **Collaboration & Support:**
 - Work with Student Clubs, Wellness Wednesday initiatives, and other campus programs to amplify student involvement.
 - Support additional Student Services projects as needed.

Learning Outcomes

By the end of this position, the Student Services Social Media Coordinator will be able to:

- Develop and execute strategic social media campaigns to enhance student engagement.
- Utilize digital marketing and social media analytics tools to assess content performance.
- Apply principles of inclusive communication and culturally responsive marketing.
- Improve written and visual storytelling skills to effectively promote campus events and initiatives.
- Strengthen professional collaboration, project management, and time management skills.

Skills Gained

- Social media management and content strategy
- Digital marketing and branding
- Graphic design and video editing
- Data analysis and performance tracking
- Written and visual communication
- Event promotion and live coverage
- Time management and project coordination
- Team collaboration and leadership

Qualifications

- Current SCU student eligible for Federal Work-Study.
- Experience with social media management (Instagram, TikTok, LinkedIn, etc.).
- Strong communication and writing skills.
- Creativity in content creation (graphic design, video editing, or photography skills a plus).
- Passion for student engagement, wellness, and campus life.
- Ability to work independently and meet deadlines.

Time Commitment

- Up to **20 hours per week**, with flexibility based on workload and academic commitments.