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04-Oct-2024
Social Media Coordinator (FWS Eligible)
Student Worker III
104925BR

Job Description

The Social Media Coordinator will specialize in the execution of social media marketing strategies and tactics for Arizona State University’s flagship social media accounts, as well as working closely with the Enterprise Brand Strategy and Management and Media Relations and Strategic Communications teams.

Working under the Social Media Producer's supervision, the Social Media Coordinator will assist the digital creative team with a variety of projects, including social project management, social media monitoring, content planning and scheduling, and creating social media reports.

Days and hours will vary depending on business needs and the student's availability. This part-time position requires availability during business hours, typically Monday through Friday between 9 a.m. and 6 p.m. Preferred availability during summer and winter breaks.

The ability to occasionally cover events on nights and weekends as needed across ASU’s Phoenix Metro area campuses: ASU Tempe, ASU West, Polytechnic, and Downtown Phoenix locations is preferred.

Student Recruitment Type

Student Hire Hourly

Campus/Location

Campus: Tempe

Department Name

Enterprise Brand Strtgy & Mgmt

Full-Time/Part-Time

Part-Time

VP Code

Enterprise Marketing Hub

Scope of Search

Open

Grant Funded Position

This is not a grant funded position and is not contingent on future grant funding.

Salary Range

\$15.62 per hour

Close Date

11-October-2024 *EXTENDED

Essential Duties

- Assisting with the scheduling and tagging of content in Hootsuite, Airtable and in platform, as necessary
- Work in Wrike to assign tasks and follow through to project completion.
- Support The ASU Social Media Management team — a collaboration between Enterprise Brand Strategy and Management and Media Relations and Strategic Communications teams to deliver high-priority content for the ASU flagship brand social media accounts. Will be working directly with creatives and social managers from both teams to ensure effective outcomes and the timely creation and completion of deliverables.
- Work in Airtable to help keep the content calendar organized, concise, up-to-date, and effective.
- Monitor and collect data on the success of ASU campaigns.
- Assist in proofreading and editing social media content and marketing materials per ASU writing style, as needed.
- May be responsible for drafting content or creative ideas for the ASU Social Media Management team as timelines and available resources require.
- Support the digital creative team in other miscellaneous tasks.
- Attention to detail, excellent grammar and spelling, respect for deadlines, and thoroughness in completing assigned duties are a must.
- Must include why you chose to study at ASU in cover letter.

Minimum Qualifications

A significant amount of specialized training or experience is required.

Desired Qualifications

- Excellent written and verbal communication, strong editing and critical thinking skills.
- Knowledge of social media formats, scheduling, writing, and execution.

- Detail-oriented with the ability to multitask.
- High energy, with a positive attitude and a desire to come up with fresh ideas on how to grow our online presence.
- Must be a self-motivated, independent worker who can commit to working the entire school year. This position is ongoing and year-round. Successful candidates will be able to remain in this position through graduation.
- Must be able to communicate well and clearly.
- Experience with Wrike or equivalent project management software.
- Experience with Airtable, Hootsuite, or equivalent software.
- Ability to work at least 16 hours per week.
- Must be customer-service-oriented, patient, and a quick learner.
- Interest in learning about and promoting ASU stories, units, programs, resources, and events.
- Students majoring in digital marketing, journalism, public relations, communication, digital audiences, data analytics, business, marketing, management or digital culture preferred.

Working Environment

- Collaborative newsroom environment.
- Deadlines and flexible schedules.
- Sit or stand for prolonged periods of time.
- Ability to lift 35 lbs.
- Ability to travel throughout campuses and between campuses, regardless of the weather.

Department Statement

Enterprise Brand Strategy and Management is responsible for influencing how people around the globe think and feel about Arizona State University and its ability to positively impact our world. We work to establish, protect and differentiate the ASU brand in hearts and minds by working in concert with units across the ASU public enterprise. We are brand innovators, emotional storytellers, insights-driven strategists and creative artists building a body of work that brings the ASU brand to life and scales for enterprise-wide use. We are dedicated to increasing the strength of the ASU brand by improving perceptions of excellence, raising awareness and increasing pride across all audiences.

We do this important work by staying true to our values:

- **Collaboration.** We cannot and do not work in silos. We collaborate not just within the Brand team but with colleagues and teams across the ASU enterprise. Through the brand platform, brand standards and personal relationship building, we are uniters and network orchestrators.
- **Innovation.** We reject the status quo. We are open to new ideas and embrace change not for the sake of change, but because we believe everything we do can always be done better to meet new goals, improve performance and advance the brand.
- **Creativity.** We are passionate creatives excited by the work we do. We explore things from all angles, sweat the details and seek to create work that has meaning and is authentic, original and best in class. Our creative work has received regional and national recognition.
- **Knowledge.** We ask lots of questions and make decisions based on constituent data and insights. We seek to understand our audiences and the performance of our work. We are curious lifelong learners.
- **Optimism.** When change comes, we see within it opportunity. We believe in the ASU Charter and in ASU's ability to positively impact our world. We channel that optimism in our work, taking on any and every challenge with a can-do attitude.

ASU offers a total compensation package that includes valuable employee benefits, healthcare, retirement, [tuition reduction program](#) (eligible ASU Employee, their dependents and spouse), financial security, discounts, family resources and more. Explore ASU's [benefits options](#) and [degree program offerings](#).

ASU Statement

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 100,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit <https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco>

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, or any other basis protected by law.

Notice of Availability of the ASU Annual Security and Fire Safety Report

In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU's Annual Security and Fire Safety Report is available online at <https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf>. You may request a hard copy of the report by contacting the ASU PD at 480-965-3456.

Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit <https://cfo.asu.edu/az-resources>.

Background Check Statement

ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.

Instructions to Apply

Application deadline is 3:00PM Arizona time on the date indicated.

Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.

Only electronic applications are accepted for this position.

IMPORTANT NOTE: What is the meaning of “equivalent combination” in the minimum qualifications? It means one year of higher education or 24 credit hours, is equal to one year of experience. For example, a four year Bachelor’s degree is equal to four years of experience.

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