Arizona State University

Job search   About ASU   All ASU Careers   Customer Assistance   Candidate

Zone ⌄   Sign Out

09-Sep-2024

Social Media Assistant (FWS Eligible)

Student Worker III

104391BR

Job Description

Do you have a pulse on social media trends and love building online communities? Are you comfortable in front of the camera and a whiz at creating engaging content? We're looking for you!

ASU's Academic Enterprise Communications (AE Comms) is searching for a creative and collaborative student to join our team as a Social Media Assistant. This role offers a unique blend of traditional social media content creation and fostering a thriving online community on Discord.

The ideal candidate is a creative collaborator, detail-oriented self-starter and proactive problem solver. They are comfortable in front of the camera, as well as behind the lens. They are excited about the idea of working with other students and willing to interview and coach their peers in sharing first-person perspectives of real-time events.

Days and hours will vary depending on business needs and the student's availability. Must have availability between Monday and Friday. Prefer availability during summer and school breaks plus willingness to highlight ASU Tempe, ASU West, Polytechnic and Downtown Phoenix locations and cover events on nights and weekends.

Applications from students who have demonstrated experience managing personal and/or social organizational social media accounts are encouraged to apply.

Student Recruitment Type	**Campus/Location**
Student Hire Hourly	Campus: Tempe
Department Name	**Full-Time/Part-Time**
AE Communications	Part-Time

VP Code	**Scope of Search**
EXEC VP/PROVOST	Open

Grant Funded Position

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

Salary Range	**Close Date**
$15.62 per hour	14-September-2024

Essential Duties

Discord Community Management (75%):

- Manage the Devil2Devil Discord server, ensuring a welcoming and engaging environment for students.

- Moderate discussions, answer student questions, and enforce server rules.

- Collaborate with student leaders to develop engaging content and events within Discord.

- Track key server metrics like member growth, activity levels, and sentiment.

- Assist in building, learning and maintaining new and existing discord bots.

- Explore and implement new bot integrations.

- Assist with onboarding new members and training new moderators.

- Partner with the AE Comms team to integrate Discord content with broader social media strategy.

- Represent the department and university with professionalism.

- Excellent written and verbal communication, strong editing and critical thinking skills.

- Detail oriented with the ability to multitask.

- High energy, with a positive attitude and desire to come up with fresh ideas on how to grow our online presence.

- Must be a self-motivated, independent worker. This position is on-going and year-round. Successful candidates will be able to remain in this position through graduation.

- Willingness to use a personal phone and computer to complete project tasks.

- Able to work 20 hours per week.

Social Media Content Creation (25%)

- Assist in creating engaging visual content (photos, IG Reels) for Instagram and other platforms.

- Capture and edit mobile photo and video content showcasing ASU student life.

- Assist with writing content for social media posts in line with ASU's brand voice.

- Help maintain content calendars for various social media platforms.

- Stay updated on current social media trends and best practices.

Minimum Qualifications

A significant amount of specialized training or experience is required.

Desired Qualifications

- Experience in creating organic social media content and campaigns.

- Demonstrated knowledge of social media platforms including, but not limited to Facebook, Twitter, Instagram, and TikTok.

- Experience with JS/TS/Golang preferred.

- Comfort with being on-camera as needed.

- Interest in learning about and promoting ASU stories, units, programs, resources and events.

- Experience working within Google's cloud-based suite (specifically Google Docs, Sheets and Slides).

- Evidence of effective communication.

- Discord Expertise (server management tools, bots, best practices)

- Students majoring in digital marketing, communication, computer science, information technology, or software engineering preferred.

- Ability to speak and write in Spanish, highly desired.

Working Environment

- Supportive and collaborative team.

- Ability to capture student life and events on all of ASU's campuses.

- Open office environment with potential for hybrid schedule arrangements.

- Occasionally bend, reach, lift, push and pull up to 20 pounds.

Department Statement

About Academic Enterprise Communication:

Reporting to the Vice President of Enrollment Management and Services at ASU, the role of the Academic Enterprise Communications team is to execute multi-channel communications strategies that help the university achieve its enrollment goals at the undergraduate and graduate levels and support in the retention of current students at the university. The unit is responsible for developing and executing targeted messaging and storytelling to a wide range of audiences including prospective undergraduates, transfer students, graduate students, international students, students with veteran status and family members who support their

college-going students.

The team is committed to the university's core values of access,excellence and impact, and is passionate about the role it plays in helping students decide where to attend college. We pride ourselves on being collaborative partners across the university and we value teammates who are creative, proactive problem-solvers. We aim to accomplish our goals in a hard-working yet positive and flexible environment where everyone contributes and feels appreciated. We are not afraid of experimentation and strive to bring inspiration from outside of higher education into our operations.

We respect the role of data and use quantitative and qualitative testing to drive our decision-making. We operate under a results-only work environment and we measure individual results equally by the progress each teammate makes toward his or her goals as well as the impact he or she makes on the culture of the team.

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.

Please submit a resume and cover letter. All interested candidates must email a link to their GitHub profile to ally.schellhase@asu.edu **and** phalse@asu.edu

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.

[Apply to job]   [Save]

Accessibility   Privacy   Terms of Use

Browser Support   Infinite Talent Privacy Stat…