

SFSU CAMPUS RECREATION

NOW HIRING

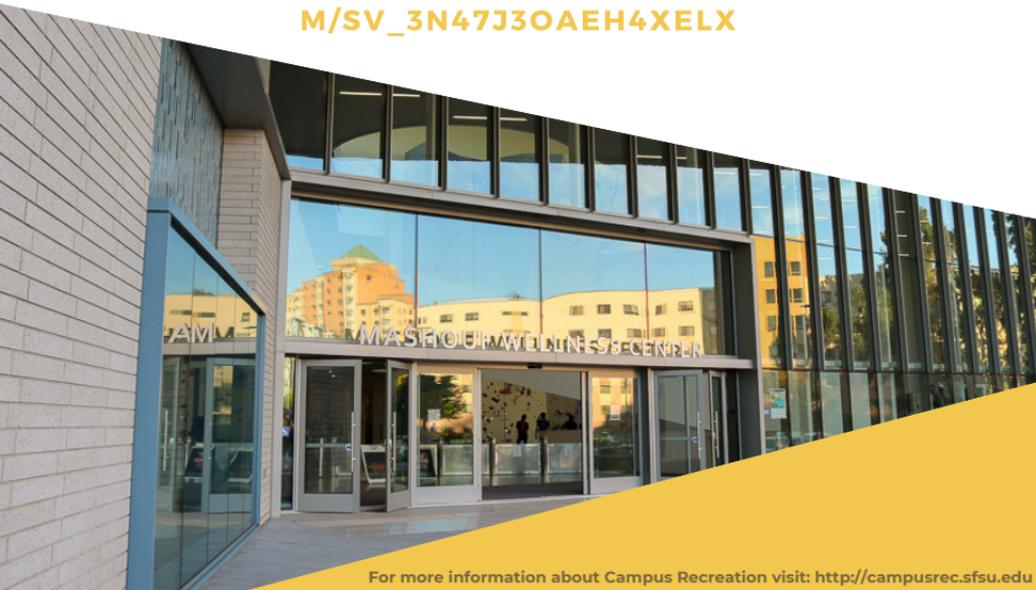
Social Media Specialist

**APPLICATION DEADLINE:
OPEN UNTIL FILLED**

To Apply: As a department under the Dean of Students area, please complete the Common Application form below on Qualtrics. Additionally, we will ask for your cover letter and resume, and the attached Staff Availability Sheet to be filled out and uploaded as part of your application.

Qualtrics - Common Application:

**[HTTPS://SFSU.CO1.QUALTRICS.COM/JFE/FOR
M/SV_3N47J3OAEH4XELX](https://sfsu.co1.qualtrics.com/jfe/form/SV_3N47J3OAEH4XELX)**



PURPOSE

The main responsibility of the Social Media Specialist is to provide support of all Campus Recreation and Mashouf Wellness Center programs and services by upholding an active social media presence. Knowledge of all activities offered by Campus Recreation is essential to this position. This position works under the supervision of the Participant Engagement Student Manager(s) and a full-time staff professional. This position also represents the Campus Recreation Department by providing customer service, programmatic support, and other related duties

DUTIES AND RESPONSIBILITIES

- Actively promote activities and events through multiple social media accounts, encouraging dialogue, eliciting feedback, and a sense of excitement on behalf of Campus Recreation & the Mashouf Wellness Center.
- Share pictures, videos, and stories, on various social media platforms.
- Work with program areas to identify their social media needs and attend programs and events as needed.
- Answer questions from participants or program and facility users received via social media.
- Connect with other campus departments, units, and student organization social media accounts.
- Provide statistical data as to how many people are being reached via our social media presence.
- Attend staff meetings and staff trainings.
- Report when equipment and supplies are running low or when equipment needs repair or replacement.
- Provide a professional, welcoming, and inclusive environment for staff and participants
- Hours will vary, however students may not work more than 20 hours/week during the academic semester.

QUALIFICATIONS

- Knowledge and experience using social media based platforms such as Facebook, Twitter, Instagram, Snapchat, etc.
- Knowledge of creative strategies using social media to increase hype, create a buzz, visibility, and awareness.
- Preferred experience using online marketing techniques developing a social media presence in a work setting or other organization.
- First Aid, CPR, & AED Certified, or willing to obtain within 3 months of being hired.
- Must be a student at San Francisco State University enrolled in 6+ units, with minimum 2.0 GPA.
- Demonstrated interpersonal skills including strong communication skills, customer service skills, ability to enforce policy and perform under pressure, and working in a team atmosphere.
- Must be able to work independently without direct supervision on a day to day basis.
- Employment may be dependent on passing a background check