



Communications Assistant: Social Media Specialist

The Campus Recreation Communications Assistant positions are responsible for general marketing and communication projects in addition to a specialization in one of the following areas: copywriting & social media, design, photography/video editing and web content management.

General Responsibilities

- Staff Campus Recreation information tables and distribute promotional materials at various UTSA programs throughout the year;
- Attend ongoing and special events to document via photography/video;
- Print, cut, laminate, distribute/deliver posters and signage for departmental needs as directed;
- Participate in the brainstorming of ideas and design of various promotional materials;
- Work with others to execute risk reduction measures and provide care in emergency situations;
- Clearly articulate, enforce and educate patrons on all rules, policies and procedures;
- Provide customer service and respectfully manage disagreements;
- Actively participate in collaborative work and development;
- Perform other duties as assigned.

Specialization Area

Social Media

This specialization requires someone who can create copy that is concise and articulate. He or she will be a well-rounded communicator with both a creative style and consistent voice.

- Provide strong conceptual thinking and copywriting skills that will result in great copy in a variety of print, PR and digital mediums;
- Develop copy ideas from concept through printed/produced materials with an emphasis on creating dramatic results for our audience;
- Copywriting for patron-facing materials with a consistent tone and voice for print, website, social media outlets, and internal communication as needed.
- Post accurate information promoting various Campus Recreation events, activities, and programs on social media outlets used by the department on a consistent basis;
- Monitor, listen and respond to users in a "Social" way by engaging in dialogues and answering questions where appropriate;
- Assist with creating social media posting schedule for academic year;
- Help train student staff on social media best practices;
- Research social media trends and present to staff.

Staff Standards

- Role model appropriate behavior at all times, including on-line communities;
- Attend all staff meetings and educational trainings;
- Attend scheduled meetings with Student Marketing Coordinator, Graduate Assistant and Assistant Director;
- Check and respond to email and voicemail at least once per day;
- Maintain regular and frequent communication with Coordinator, Graduate Assistant and Assistant Director.

Personal/Paraprofessional Development & Departmental Responsibilities

- Attend all meetings and trainings on time, including August staff development, January staff development, etc.
- Balance time commitments;
- Recognize limitations and work to improve;
- Be receptive to paraprofessional and personal development;
- Challenge yourself to achieve higher levels of awareness of people's perceptions, maintaining appropriate sensitivity and awareness of cultural norms, diversity, and diversity education.

Minimum Qualifications

- Must be currently enrolled at UTSA with a minimum overall GPA of 2.0;
- Must pass State of Texas criminal background check;
- Strong writing skills;
- Working knowledge of Hootsuite.
- First Aid, Adult CPR and AED certifications obtained within expected time-frame.
- UTSA employee compliance trainings and any additional program area certification/training completed within expected time-frame.

Working Conditions

- Maximum of 19 hours worked per week (average 15);
- Work will take place on the Main Campus in the Recreation Center and Field Complex;
- Work shifts include morning, afternoon, evening and weekend hours. Some required holiday hours.

Compensation

- Starting pay: \$10.00+/hour based on experience.