



Social Media Manager 2023-2024 Position Descriptions

Term:	Summer: May 8, 2023 – August 15, 2021 School Year: August 16, 2021 – April 29, 2022 (tentative)
Hours:	Summer: anticipated average of 10-12 hours/week School Year: anticipated 8 office hours/week
Pay:	\$10.60/hour

Social Media Manager Responsibilities

- Curate the office brand on all Office of Student Involvement social channels and provide guidance for the GSC and Commuter Services channels
- Create dynamic content strategies for each social media channel
- Manage and maintain a content calendar for each social media channel
- Create and post shareable videos and images
- Collaborate with the Office of Student Involvement graphic designer to create dynamic content for the channels
- Facilitate social media content during the Manresa Orientation program (August 17-20)
- Gather, analyze, and utilize the available data from the social media channels to grow the audiences and understand their interests
- Monitor, moderate and respond to audience comments
- Strategize and execute creative digital marketing campaigns for different OSI-related activities
- Recognize, understand, and personalize content for the audience on each channel
- Researching and implementing emerging trends and technology pieces into the social media strategy

All Intern Responsibilities

- Complete your assigned Intern projects (see focus area descriptions below)
- Be fully present for all Intern events and meetings
- Support and assist other Interns with projects
- Support and assist with OSI events and projects. Interns **MUST** be available for the following unless there is a class conflict (please note that these dates are tentative and will be finalized in early summer):
 - Club Day (Wednesday, August 30)
 - Student Organizations Academy (Sunday, September 10)
 - Family Weekend (Weekend of October 20-22)
 - Admissions Events such as X-Days (TBA, will be divided among interns)
 - Winter Club Day (anticipated Wednesday, January 10)
- Serve as a content contributor for OSI social media accounts
- Maintain privacy with all student records and confidential information
- Provide general support to the OSI staff
- Meet all deadlines and keep accurate records

Requirements and Qualifications

1. Must be enrolled as a Xavier undergraduate for the duration of employment.
2. Applicants can have a second internship but must be able to accommodate OSI internship hours between 8:30am-5pm Monday through Friday.
3. Must be in good standing with the University. Good standing includes both discipline and academic standing, and for this purpose is defined as follows:
 - a. Not on University probation
 - b. Not on Residence Life probation
 - c. Any previously assigned conduct sanctions were completed on time
 - d. Cumulative GPA of 2.50 or higher through spring semester 2023*
4. Must have strong verbal and written communication skills, Xavier event planning experience, and the ability to take initiative and work independently.

To be considered for a position, your application must be received by 12:00pm on April 3, 2023.



5. Candidates must demonstrate an interest in the work of the Office of Student Involvement and the ability to develop and implement programs for a variety of audiences.
6. Prior leadership and campus involvement experience are preferred.
7. Proficiency using Microsoft Office products, with special attention to Excel
8. Knowledge of Adobe Creative Suite or Canva is preferred. Experience specifically with InDesign and video editing are also preferred.
9. Experience with organizational social media management or curation is preferred.
10. Must abide by university policies and regulations.
11. Must be eligible to work in the United States.

*The Office of Student Involvement, Gallagher Student Center, and Commuter Services cares about your success as a student. In order to support your success, we have eligibility requirements for most roles and experiences with our office. These requirements are meant to support your ability to manage your course expectations and stay in good standing with the University. If you are interested in a role or position and do not meet the eligibility requirements, we encourage you to submit a request for exemption to the position supervisor.