



## **2020-21 POSITION DESCRIPTION**

### **SOCIAL MEDIA COORDINATOR**

#### **Events Planned Under this Position:**

- None

#### **General Responsibilities:**

- Implementing and maintaining TUSC marketing and communications strategies as well as overall branding and image.
- Create marketing materials for use on social media, including pictures, graphics, and/or GIFS.
- Support graphic designers in creating content as needed.
- Manage all social media accounts, including Facebook and Instagram, including creating Facebook Events for all TUSC events and managing the TUSC Ticket Tuesday Instagram series.
- Attend TUSC events to live-post to social media accounts as needed.

#### **Additional Responsibilities:**

- Maintain a safe, healthy, and inclusive environment during all TUSC events.
- Work collaboratively with other TUSC members to ensure the overall success of all TUSC events and programs.
- Remain in good academic and judicial standing with the University.
- Abide by the Tufts University Student Code of Conduct and TUSC Code of Conduct.

#### **Time Commitment:**

- Approximately ten (10) hours per week of independent work time on projects.
- Volunteer regularly at TUSC events.
- Attend bi-weekly TUSC meeting on Wednesday's at 12pm (free period).
- Attend bi-weekly advising meetings with your advisor (scheduled based on your availability, M-F 8:30am-4:30pm).
- Participate in a weekend-long (overnight) retreat in September.
- Participate in a day-long (on campus) regroup in January.
- Regularly check and respond to email communication, including outreach to vendors.

#### **Compensation:**

- This position receives a \$350 stipend paid at the end of each semester.
- Members receive a uniform to wear during events.
- Members receive a complimentary ticket to the events they plan.
- Members receive priority of any giveaway items from events, when available.