**JOB DESCRIPTION: SOCIAL MEDIA COORDINATOR**

IM-Rec Sports is looking for responsible, enthusiastic students to help us develop and maintain our social media and web presence as well as outreach activities on Grounds in support of our marketing plan.

**Content**
10-15 hours/week

1. Team Management: student staff meeting facilitation, payroll, task management
2. Social Media Content: posts, responses, account development, editorial calendar/master list management in Sharepoint
3. Blog: editorial oversight, writing, scheduling, assignments

**Monitoring/Reporting**
5 hours/week

1. Monitor engagement to ensure timely posts and responses
2. Ensure consistency of branding
3. Provide analytics and statistics that help set benchmarks and measure efficacy of social media campaigns

- Fall, spring & summer semesters
- Multimedia deadline-driven environment
- Creative, artistic, articulate, spontaneous
- Ability to competently, responsibly use social media to articulate specific information in multiple forums to a range of audiences
- Strong writing skills for various platforms to include Blog, Facebook and Twitter
- Flexible hours (in and out of the office), great pay
- Able to work independently in deadline-driven environment
- Proofreading skills
- Detail oriented, organized
- Outgoing, social skills

For more information, contact Carol Spry
PH: 434.924.3620; e-mail: imrecsports@virginia.edu.
Job application is online: [http://recsports.virginia.edu/online-job-application](http://recsports.virginia.edu/online-job-application)