



POSITION TITLE:

Social Media Coordinator

REPORTS TO:

Engagement Specialist & Operations Coordinator

COMMITMENT PERIOD:

July 2016 - April 2017

Project Summary:

Social media is Sustain SU's (SSU) most powerful engagement tool, and connects it with diverse audiences within the university and Edmonton. The Social Media Coordinator (SMC) is responsible for the development and maintenance of Sustain SU's presence on Twitter, Facebook, and Instagram, and any additional platform decided upon by the Leadership Team. The SMC acts as the main curator and editor of SSU's social media posts. Their role is to ensure content reflects the values and vision of SSU while maintaining professional integrity, and solidarity with: sustainable organizations, student groups, and SSU projects and events.

Duties & Responsibilities:

1. Create and curate content that furthers SSU's initiatives and values.
2. Build and maintain the SSU online brand. Utilizing brand fonts, colors, and logos accordingly.
3. Develop and present a year-long communications plan to increase followers and visits. This plan should include measures for acquiring data/analytics, and justifying outreach applications.
 - a. Establish specific goals with the Sustainability Coordinator and Engagement Specialist.
4. Provide an informational session for Senior Volunteers (SVs), and Campus Student Volunteers (CSVs) on effective, responsible, well-crafted social media posts.
5. Coordinate and schedule social media posts made by SVs, CSVs, sustainable organizations, and sustainable student groups.
 - a. Create a social media calendar in which SSU projects can schedule their posts.
 - b. Develop a platform that allows volunteers to easily post or provide content.
 - c. Review and edit posts before publication to ensure it is on message and conforms to brand and values.
 - i. Provide feedback to encourage peers to create better content.

Skills & Qualifications:

1. Experience in Social Media Marketing.
2. Ability to manage social media across multiple platforms.
3. Interest in collaborating with all Sustain SU initiatives.
4. Previous volunteer experience.
5. (Asset) Experience using Apple computers and Google Suite.
6. (Asset) Experience with a sustainability organization on campus.
7. (Asset) Knowledge of sustainability.

Hours & Commitments:

- 3 - 4 hours/week.
- Attend Summer and Winter Senior Volunteer Retreats.
- Attendance at Biweekly Leadership Team Meetings.