

Trinity Social Media Associate Job Description 2018-19



~Please read the summary of duties and expectations below before applying~

The Office of Communications is looking for current students (including IDP and grad students) interested in digital and social media to serve as Social Media Associates (SoMAs). SoMAs will work one-on-one with the Social Media Strategist at Trinity and as part of a collaborative SoMA team within the Communications Office, to share Trinity stories, news, and events. The position will be broken down into beats, with each SoMA assigned to content coverage within their beat. SoMAs also will act as advocates for the Trinity student experience and will regularly strategize and brainstorm creative ways to engage with prospective and current students, alumni, faculty/staff, and the Hartford community.

Summary of responsibilities:

1) Share occasional/temporary administrative privileges of the Trinity College Instagram account, @trinitycollege, with the goal of executing assigned beats and LIVE coverage of Trin events.

2) Curate content as assigned for beat coverage area:

- **BRING THE NOISE–Music Beat**
 - a. Compile playlists on the college’s Spotify account to share via social media
 - b. Curate a ‘Heard @Trin’ weekly campaign which features campus noise, student/faculty/staff musicians, and ‘trending’ posts (Eg: campus karaoke)
 - c. Share news/music reviews from the Hartford/Conn. local music scenes
- **AROUND THE FLOCK–Visual and Written Story Beat**
 - a. Enlist students for Instagram takeovers and #BantamSpotlight features
 - b. Curate student life photography (places/candid/event/inspo)
 - c. Pitch & write content for the Admissions Blog: ‘News from the Nest,’ including: follow up from campus events, Buzzfeed-style need-to-knows, cool happenings in academics, etc. (Blog posts to be shared via social media)
- **WHAT’S HATCHING–Virtual Bulletin Board and Video Beat**
 - a. Curate and produce content for Instagram Stories “Weekly Highlights,” including video clips/invites from students/clubs
 - b. Curate, record, and edit “Why Trin” student-insight videos
 - c. Pitch & execute hype and spirit videos around campus, including: trending dance crazes, Jimmy Fallon-style “dorm games,” etc.

Trinity Social Media Associate Job Description 2018-19

- **ENTER THE COOP–Event Beat (LIVE coverage)**
 - a. Work as student photographer at assigned campus/Hartford community events, including uploading event pics to Trin’s Flickr
 - b. LIVE Tweet or Instagram during campus/Hartford community events
 - c. Help facilitate Instagram Q&As

3) Help recruit guest contributors/influencers for social media takeovers and weekly reoccurring features.

4) Report to the Social Media Specialist strategist on a weekly basis (or more depending on beat assignments) as well as participate in required SoMA team story planning meetings.

Qualifications:

- Familiarity with social media platforms: Instagram, Facebook, Twitter, Flickr
- Proficiency and experience with photo/video editing software/apps
- Self-motivated and creative thinker with ability to problem-solve on the fly
- Ability to curate and create appropriate content on personal phone as needed
- Ability to manage multiple unique projects simultaneously
- Strong writing, editing, photography and/or videography skills
- Must be a second semester freshman, sophomore, junior, senior, IDP or grad student at Trin (first semester freshman may apply, but acceptance is dependent on experience)

Requirements:

- Ability to work a minimum of 2-4 hours each week (max of 15)
- Willingness to learn about new social media best practices and technologies
- Attendance and participation at SoMA story planning meetings
- Commitment to serve as a point of communication for prospective students and families
- Willingness to positively represent the Trinity College brand both on-and-offline
- Remain in good disciplinary and academic standing at Trinity College
- Sign and adhere to the Trinity College Social Media Associate Policy (if hired)
- Share your cell phone number and social media handle w/ the Social Media Strategist as well as use Trello for assignment tracking

This is a paid position (\$10.35/hr) that will run through the academic year, with the opportunity to continue through the summer. Additional benefits include professional development opportunities and portfolio/resume examples.

[**APPLY HERE**](#)