STUDENT ASSISTANT - SOCIAL MEDIA INTERN

Purpose
Build exciting and engaging content for Georgia Tech New Student & Transition Programs’ official social media platforms. Provide a unique sense of the campus community and the story of NSTP through photos, videos, and storytelling via Facebook, Twitter, Instagram, YouTube, Tumblr, Reddit, and/or Pinterest. Duties range from idea generation and planning, to photography and videography, or even writing. Ideal candidates take projects head-on and love working in a team environment. Effective collaboration and communication are key.

Preferred Qualifications
- Possesses knowledge and experience in the tenets of social media & traditional marketing.
- Demonstrates creativity and documented immersion in Social Media. (Give links to profiles as examples).
- Current & full time student at Georgia Tech with good academic and judicial standing with the Institute.

Preferred Education
High school degree

Preferred Certifications
N/A

Preferred Skills
- Proficient and comfortable using multiple social media platforms
- Familiar with social media analytics
- Comfortable taking pictures and video with smartphones, GoPro cameras, and/or high-end camera equipment
- Writing experience, a plus

Duties
Manage NSTP’s social media & marketing campaigns and day-to-day activities including:
- Assist in creating and curating relevant content for NSTP's official social media presence
- Develop and expand social media community
- Monitor, listen, and respond to users in a timely and appropriate fashion
- Develop social campaigns that reiterate Georgia Tech & NSTP’s strategic vision
- Employ creative ideas to achieve goals
- Monitor trends in Social Media tools, applications, channels, design and strategy
- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns
- Analyze, review, and report on effectiveness of campaigns in an effort to maximize results
- Students will be expected to meet regularly and complete assignments in a timely fashion

Impact & Influence
The Student Social Media Intern will interact regularly with other students, staff, faculty, and administrators. In their position, they will be regarded as representatives of the Georgia Institute of Technology and will be held to high standards for professionalism. We are seeking students with a creative edge who are willing to think outside of the box to tell NSTP’s story, but also understands the maturity and responsibility necessary for serving as a spokesperson for Georgia Tech’s students and working along side Georgia Tech faculty and staff.

Timeline
The Student Social Media Intern will be hired as a Student Assistant and would begin work in January 2020 and complete their term in mid-September 2020.

For more information & to apply, please contact Tim Edmonds-King (tek@gatech.edu). If applying, please include a copy of your resume and several examples of social media posts you have executed.