

# Employment at SAE

University of Mary Washington  
Student Activities and Engagement

## **Senior Student Coordinator for Publicity**

- 12-19 hours a week
- Starting Rate: \$8.00/hr
- Start Date: March, 2016

## **Summary**

The Senior Student Coordinator for Publicity (SSCP) will serve as an integral member of the Office of Student Activities and Engagement Team. They will work to coordinate all marketing, publicity, and social media for the office in addition to serving as the resident marketing expert for all student clubs and organizations and developing policies and procedures regarding their responsibilities. The duties of this position will include but are not limited to:

## **Responsibilities**

### **25% - Scheduling social media posts (FB, Twitter, Instagram, Pinterest)**

- In accordance with UMW and SAE policies and procedures

### **25% - Creating, distributing and marketing the SAE Weekly**

- Leveraging MyUMW Event Requests and departmental form submission to develop the weekly WordPress blog

### **15% - Marketing the SAE Office through planning/executing follower campaigns**

- Create campaigns to highlight SAE resources such as Marketing Consultation, SAE Weekly, Club Resources, etc.

### **10% - Meeting with student organizations for marketing consultation**

- Utilizing MyUMW Forms and Communication tools to advertise events
- Develop meeting and plan execution strategies for organization follow up
- Work with the Campus Programming Board Publicity Chair to market events

### **10% - Researching events to advertise via SAE social media**

- Utilize MyUMW /SAE Weekly/Facebook to generate posts

### **5% - Meeting with Assistant Director**

### **5% - Executing and developing UMW and SAE Social Media Policies**

- Attend Social@UMW monthly meetings to represent SAE and gain knowledge of institutional and global social media uses.

### **5% - Other duties as assigned**