Student Health and Counseling Services (SHCS) is currently recruiting a Social Media Coordinator for the 2019 - 2020 academic year. This is a paid position ($12.00 per hour) and is a three-quarter commitment. The Social Media Coordinator works 8 - 12 hours per week (average 10) when classes are in session.

**Position Duties:**
- Develop strategies to increase following across multiple platforms
- Identify ways to increase reach and engagement on social media
- Create social media posts
- Research social media trends and develop content relevant to UC Davis students
- Review and monitor social media and promote content of interest to our audience
- Monitor Facebook class groups
- Engage with students, alumni, faculty and staff to generate content for social media and build relationships for cross-promotion
- Provide input and gather student feedback on social media messaging
- Assist with implementation of SHCS campaigns
- Collaborate with Health Promotion Services Student Coordinators
- Take on special projects as needed
- Gather, enter and analyze data
- Manage a demanding timeline and balance multiple projects at once

**We are seeking students with the following skills, knowledge and abilities:**

**Required**
- Satisfactory academic standing
- Strong project management skills
- Strong organization skills, with attention to detail
- Strong oral and written communication skills
- Demonstrated working knowledge of social media platforms
- Ability to work autonomously and as part of a team
- Ability to meet deadlines

**Preferred**
- Background and/or experience in social marketing and health promotion
- Demonstrated experience in campus involvement
- Experience curating social media for a brand, company, department or organization
- Creative, self-motivated and competent in expressing ideas
- Ability to gather, organize and convey feedback to other individuals
- Ability to problem-solve and identify solutions that are in line with department goals and standards
- Basic photography skills, including coordinating photo shoots independently and collaboratively
- Experience working with new technologies and programs (e.g., Hootsuite)

**Medical Clearance Requirement** - Since this position is located at a health facility, all employees are required to participate in preventive medical and monitoring programs, which include a physical exam, hearing test, blood test and TB screening and may also include immunizations. These screenings are provided to meet Federal, State and University requirements.