SOCIAL MEDIA MARKETING ASSISTANT JOB DESCRIPTION AND DUTIES

Reports to:  
Shawna Haislet, Health Promotion Coordinator, 319-273-6119

Department:  
UNI Student Wellness Services, 016 Student Health Center

PRIMARY FUNCTION: Under general supervision, provides health education and awareness messages through a variety of social media platforms as a means to enhance student well-being, connectedness, and success in college.

JOB DUTIES:

1. Crafts and schedules engagement-orientated social media posts on a variety of social media platforms (Facebook, Twitter, Instagram), including, but not limited to:
   - Creating dynamic written content for captions
   - Incorporating captivating images, infographics, videos, and links to relevant articles/websites
   - Creating Facebook events
   - Ensuring posts include relevant and credible health information
   - Developing content that promotes audience interaction (i.e. polls)

2. Through the means of communicating via social media, educates students on priority health and wellness topics, such as sexual health, alcohol and other drugs, healthy relationships, stress management, sleep, eating well and holistic well-being.

3. Communicates effectively with Student Wellness Services team to provide consistent health education messaging regarding programs, campaigns, and events.

4. Ensures social media posts align with the mission and values of Student Wellness Services.

5. Researches latest social media trends and incorporates new engagement techniques as deemed relevant to department.

6. Promotes on-and-off campus events, resources and services that assist students in enhancing their health and well-being.

7. Ensures that social media posts are culturally sensitive and inclusive. Acknowledges and appreciates differences that race, culture, sexual orientation, gender identity and age bring to our campus and our society.

8. Increases student awareness of the importance of a healthy lifestyle by acting as a role model for healthy living. Encourages students to integrate health related information into their personal lives.

9. Devotedly adheres to the confidentiality policies of Student Wellness Services.

10. Other duties as assigned (i.e. taking high quality photos at events, creating videos).