



Social Media & Marketing Coordinator

Mission Statement:

The Cougar Activities Board (CAB) creates diverse events, programs, and activities that encourage personal growth, community engagement, and compliments the educational experiences for students at the University of Sioux Falls.

Job Description, Commitment, Duties:

- The Social Media & Marketing Coordinator is responsibility of creating and disseminating all print, digital, and multimedia promotional materials
- Requires communication and collaboration with the Marketing department
- Design and implement creative ideas to produce print and digital graphics
- Create and post content on social media platforms to promote student activities and events (mostly Instagram and Snapchat)
- Monitor social media posts for spelling, grammar, and design aesthetic
- Monitor and assist the USF app content
- Ability to organize, prioritize and manage multiple projects from start to finish
- Well organized with file management and archiving so graphic design and multimedia projects
- As a part of CAB, this position will be required to organize and execute two (2) events per semester
- Attends all team meetings
- Attends one-on-one meetings bi-weekly with the Associate Director of Student Life
- Integrate the SDV 100 Wellness Wheel into all programming
- Assist in other CAB events and other USF major events put on through the Office of Student Life
- Understand and serve the diverse needs of the student body and campus community
- Serve with integrity and understanding
- Be a role model to all students
- Commit to abide by, and will promote the behavior guidelines outlined in the USF Student Handbook
- Excellent communication and collaborative teamwork is essential
- Must be willing to increase your student involvement on campus by attending events, joining student clubs/organizations, volunteering, etc.
- Required attendance for Move In Day and New Student Orientation, which includes set up and tear down
- Return ten (10) days before Move In Day for IMPACT Student Leader Training
- Perform other duties as assigned by the Associate Director of Student Life

Required Minimum Qualifications:

- Undergraduate or graduate student
- Maintain full-time student standing of 12 credit hours per semester and a 2.5 cumulative GPA
- Applicants must not be on academic probation or conduct probation
- Experience in graphic design and social media management
- Classroom experience and/or working knowledge with Adobe Photoshop, Adobe Suite, Premiere Pro, Illustrator, InDesign, Canva

Selection:

- New candidates must submit an online application, resume, and cover letter
- Individual interview

Compensation & Benefits:

- A scholarship of \$1000 (\$500 per semester)
- The opportunity to move into fall housing assignment prior to opening of the halls
- Meals covered during training week, Move In Day, and New Student Orientation
- Free night time activities during training week
- The use of the Student Life office and office supplies
- Experience in leadership development, including opportunities to build leadership skills
- Opportunities to develop skills in event planning, time management, office organization, working on a team, marketing, social media, and a greater understanding of USF's offices and systems
- Opportunities to hone communication skills through public speaking, electronic and written correspondence, and active participation in meetings and collaborative processes

Position Supervisor:

Allan Idjao, Associate Director of Student Life

McDonald Center, Office of Student Life

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