Illini Union/Campus Recreation Marketing
This marketing team executes the communication strategies for programs, events, and facilities within the scope of the Illini Union, Campus Recreation, and the Vice Chancellor for Student Affairs office (VCSA).

Position Summary
The purpose of the Social Media Assistant is to assist the PR/Social Media Specialist in the promotion of the Illini Union, Campus Recreation, and the VCSA.

Essential Job Duties and Responsibilities
• Social media management and content creation for the Illini Union, Campus Recreation, and VCSA.
• Experiential marketing event execution.
• Assisting in general marketing support duties.
• Other duties as assigned.

Organizational and Working Relationships
Social Media Assistants report to the PR/Social Media Specialist and receives mentorship from Marketing Coordinator and Marketing Director. This position does not supervise any others. Training will be provided.

Education and Experience
Must be enrolled for at least 6 credit hours during Fall and Spring semesters, and at least 3 hours during the Summer semester. If not currently enrolled in Summer semester, student must have been enrolled for at least 6 credit hours in previous Spring semester or be enrolled for at least 6 credit hours in upcoming Fall semester. (HR approval required for less than part-time status).

Required Knowledge, Skills, and Abilities
• Must be familiar with social media, including Facebook, Twitter, Instagram, Pinterest, & SnapChat.
• Must be able to work independently and as a member of a creative team.
• Have basic computer skills and ability to use/learn departmental software.
• Must be highly motivated.
• Must be willing to learn new skills.
• Must be able to take direction well.

Employment Starting Pay Rate, Dates, and Times
$9.25/hour with increase eligibility over time. Minimum of 3 hours of office hour time per week scheduled M-F between 8:30am-5pm.

• This position is expected to assist in key events throughout the year, many of which occur in the evening or on weekends, and the student may be required to be available during these hours allowing for class schedule.
• Must work at least 3 events per month (Short months: August, December, January, & May are an exception).
• Attend a new employee orientation and a half-day training.
• Attend monthly social media team meetings.

Learning Outcomes
• Improve problem-solving skills and independently refine content and your ideas.
• Improve efficiency in time and project management.
• Develop a clear understanding of appropriate methods of verbal, written, and web-oriented communication with different audiences and in different settings.
• Learn to work effectively as part of a creative team.

How to Apply
• Fill in an application by selecting “MARKETING” as a preference: union.illinois.edu/employment.
• For specific questions about this position, contact Maddy Marchini via mm36@illinois.edu