

Social Media Street Team Internship

JOB DESCRIPTION

POSITION SUMMARY

The position of the Social Media Street Team Intern will assist with the overall creative marketing needs of the UAB University Recreation (URec) through planning and executing URec's program and special event social media coverage. The Social Media Street Team Member will be responsible for direct engagement with URec program and special event participants and they will assist with the distribution of URec's marketing materials. This position will work with our Student Marketing team and will directly report to the Assistant Director of Marketing and Membership.

RESPONSIBILITIES

- Work with the Social Media Street team to promote University Recreation's facilities, programs, services, and special events
- Attend URec's programs and special events and directly engage with participants
- Create engaging social media content by covering URec's programs and special events
- Maintain a consistent identity of University Recreation by following the departmental brand guidelines while meeting University's marketing requirements
- Think creatively and develop new ways to engage with URec members
- Assist with scheduling content to be published on social media at ideal times
- Assist with monitoring the social media channels and activities
- Assist with managing the University Recreation's social media content calendar
- Assist with curating social media content for events, stand-alone campaigns, and other projects
- Other duties as assigned

ACQUIRED SKILLS

As a result of working as the Social Media Street Team Intern, the student will have the opportunity to acquire and further develop their verbal communication skills, time management, attention to detail, adaptability, and customer service skills.

JOB REQUIREMENTS

QUALIFICATIONS

[The requirements listed below are representative of the minimum education and/or hands-on experience necessary to perform each essential responsibility.]

- Degree seeking student at UAB
- Displays excellent written and oral communication skills
- In-depth working knowledge of Facebook, Twitter, Instagram, Buffer and Hootsuite
- Ability to work both independently and as part of a team
- Basic knowledge of programs and services offered by University Recreation
- Ability to prioritize and multitask in a fast-paced environment

REQUIRED SKILLS

[The competencies listed below are representative of the knowledge, skills, and/or abilities required to perform each essential function.]

Technical Competencies

- Strong computer competency
- Strong smartphone competency

Professional Competencies

- Ability to handle customer service issues
- Ability to communicate effectively with patrons and professional staff
- Ability to multitask
- Ability to receive constructive criticism

Physical Demands

- Standing or walking for at least 80% of the shift
- Repetitive wrist, hand, or finger movement (while operating computer equipment)
- Occasional bending, stooping
- Eye-hand coordination (keyboard typing)
- Hearing and talking
- Extended periods of reading fine print