



Marketing and Social Media Manager

About the Team

- The Marketing and Social Media team includes varying duties and responsibilities based on each student's strengths and experience.
- Hours and schedule can be flexible based on availability. Shifts would be worked in the Student Centers Office in Rand 307 or on-site at events, capturing photo or video for future use

Learning Outcomes

- Lead a team of Associates, mentoring, scheduling, and leading team meetings
- Draft and manage the social media campaign for the Events at Vanderbilt and Student Centers brands
- Conceptualize ideas and create content
- Collaborate with peers and professional staff
- Identify professional goals within the field and gear their job responsibilities toward them

Duties and Responsibilities

Leadership

- Manage a team of Social Media Associates, including scheduling shifts and leading team meetings
- Conceptualize and create content (text, photos, videos) for internal communication and marketing
- Lead the team in creating marketing, advertising, and promotional materials

Marketing/Social Media

- Create social media and marketing calendar for posting and assign content to the Associate team
- Create, post, and manage social media content
- Conceptualize and create content (text, photos, videos) for internal communication and marketing
- Assist in creating marketing, advertising, and promotional materials

Photography/Videography

- Interact with and document events (conferences, weddings, etc.) through photos and videos
- Create, document, and edit internal informational videos and materials

Research

- Perform market analysis and research

Expectations

- Work well independently and in teams
- Share creative ideas and maintain a culture of creativity on the Social Media team
- Be self-motivated and driven even on autonomous shifts
- Adhere to the Student Employee Handbook
- Maintain active and open lines of communication with supervisor(s) and co-workers regarding plans of posting, printing, or running ads.
- Conduct one's self in a professional manner
- Attend regularly scheduled meetings and follow all scheduling policies
- Perform other duties as assigned