**Position Title:** Social Media Specialist for the Summer Liberal Arts Institute (SLAI)

**Position runs January 2020 – August 2020, details below**

**Position Schedule and Benefits:**
- **Full Time: Winter, Spring terms – 10 hours/wk**
  - This position is open to currently enrolled Carleton students.
  - Scheduled term work hours will be between 8am – 5pm in the SLAI Office.
- **Full Time: Summer – 40 hours/wk (10.75/hour)**
  - June 6 – August 14, 2020 hourly position
  - Includes air conditioned room and board
  - Off campus meals and trips
  - Advanced training for policies and customer service
  - A fun summer work environment

**Responsible to:**
- Amanda Williams, Assistant Director, SLAI
- Erin Arntson, Coordinator, SLAI

**Qualifications and Requirements:**
This position is open to all current Carleton students. Previously employed PACAs and Freshmen who are alumni of a Carleton Summer Program are encouraged to apply.

Applicants should...
- have an interest in marketing, advertising, and social media.
- be available to start working in Winter term.
- be able to accurately enter data, type, and file.
- have excellent organization, time management skills, and they must be flexible and able to work in a team based atmosphere.

**Position Responsibilities (term and summer combined):**

**Daily Projects**
- Manage multiple social media accounts
- Post regularly to social media accounts: weekly activities, welcome messages, features, special slideshows
- Track social media analytics and respond accordingly
- Photograph faculty, students, staff – classroom, activities, final events
- Organize summer photos in Dropbox
- Create system for reposting and sharing photos/posts/media

**Large Projects**
- Create end of program slideshows for 5-6 different closing banquets
- Expand on the 2020 communications plan and schedule future posts
- Work on the SLAI brochure and new hard mailing materials for the office
- Manage and plan multiple Carleton College Instagram “takeovers”

**Position Technology Use**
- Hopper HQ
- Animoto
- Canva
- DSLR Camera
- Video Camera
- Instagram, Facebook
- Indesign, Illustrator, Photoshop
Learning Goals
1. Create a thoughtful and engaging social media plan through use of best practices and post analytics.
2. Build the useful skill of managing a special project to meet a client’s needs.
3. Develop understanding of current top programs used in industry and gain knowledge and training on how to use them.

Training
This position will include certified trainings in the different areas of social media and design. Applicants do not need to have significant experience, but should have a passion for learning and be prepared to be creative and have fun!

Any questions on the position should be directed to: Amanda Williams, ex:4038, awilliams@carleton.edu

Application review will begin January 10, 2020. The position will stay posted until it is filled. The application is available at carleton.edu/summer.