

Social Media & Marketing Assistant

The [Office of Student Success](#) is looking for a Social Media and Marketing Assistant. Our office serves students through a variety of services and programs designed to build academic skills and foster success at WVU. The Social Media and Marketing Assistant will serve our mission by promoting all of our programs and services via social media as well as other promotional activities and events. This part-time position is expected to require 5-10 hours per week with flexible scheduling options.

Responsibilities:

- Create and grow social media presence of the WVU Office of Student Success including all programs and services associated with our office (FirstGen, RISE, Mountain Scholars, Tutoring, Academic Workshops, etc).
- Develop social media campaigns to strategically communicate messages at the appropriate times in the semester
- Report on analytics from social media engagement
- Represent the WVU Office of Student Success at campus/virtual information fairs
- Plan and execute other on-campus and virtual promotional activities

Qualifications:

- Sophomore or higher with a minimum 2.75 overall GPA
- Marketing, Advertising, Communications, or related major - OR - Previous experience (6+ months) managing a social media account for business
- Excellent written and verbal communication skills
- Highly organized

Application:

https://wvu.qualtrics.com/jfe/form/SV_6gkaAF7KT38PT8i