Position Description

POSITION PROFILE

Position Title: Media Student Specialist

EOU Department/College: College of Business

EOU Supervisor Title: Hailey Durrant, College of Business Dean

Typical Job Duration: Academic Year (September to June)

Job Level: level 4; $14.70

Type of Schedule/Typical Hours: Part-time; flexible hours primarily during the weekdays to align with office hours and event schedules.

Typical Number of Hours Per Week: 10-15 hours

POSITION INFORMATION

Student Position Description Summary:

The Media Student Specialist role is integral to maintaining and enhancing the College of Business' online presence through various social media platforms, media tools, and webpage development/maintenance. This position engages with the College of Business community to create, curate, and schedule social media content; maintain and develop webpages; and contribute to the development of College's promotional strategies.

Job Duties/Responsibilities/Essential Functions:

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- Design and present new social media campaign ideas
- Create up-to-date social media content guided by social media marketing principles

- Apply search engine optimization (SEO) practices
- Monitor social media platforms for trends, feedback, and news
- Partner and align with the EOU Marketing Department for social media and webpage activity
- Conduct staff, faculty, and student interviews for content collection
- Develop strategies and practices to communicate College-related activity showcasing events, programming, faculty, staff, and students within the College and across the University
- Act with a professional demeanor aligned with University values and goals
- Foster an environment that promotes diversity, equity, inclusion, and belonging through the content

HIRING CRITERIA

Minimum Qualifications:
- Currently enrolled at EOU, either on-campus or online
- Good academic standing
- Proven ability to write clearly and accurately
- Demonstrable communication skills, both written and verbal
- Completed coursework/training in foundational marketing concepts
- Proficient use of Google Docs and open access to work-in-progress
- Demonstration of basic grammar/spelling skills

Preferred Qualifications:
- Previous experience planning social media campaigns
- Previous experience with managing projects

Desired Knowledge, Skills & Abilities:
- Advanced knowledge of social media platforms and tools.
- Skills in web design and content management systems.
- Ability to analyze data and provide insights on digital marketing performance.
- Strong project management skills to oversee campaigns from conception to execution.

STUDENT LEARNING OUTCOMES

As a result of completing this internship, the student will:

Academic Learning Outcomes:
- Develop skills in digital marketing and communication strategies relevant to business and media studies.

Industry Learning Outcomes:
- Gain practical experience in managing online content and digital marketing campaigns within a business context.

Career-Readiness Learning Outcomes:
- Enhance professional skills such as digital literacy, strategic planning, and cross-platform communication.
- Build a portfolio of work demonstrating abilities in digital content creation and management.

PROFESSIONAL DEVELOPMENT & TRAINING

Professional Development & Training

EOU student employees have an opportunity to engage in professional development and training as a part of the job. Supervisors support the attainment of professional development by either providing internal department-specific training and/or time reassigned from normally scheduled duties to participate in University-wide training opportunities including appropriate virtual community training opportunities. Specific training/professional development opportunities:

- [*job-specific training from your department*]
- [*University and virtual community training/events specific to the student position*]
- Multicultural-sponsored training, activities, and events
- Career exploration activities via Career Services
- EO Career Expo Career-Ready symposium First Wednesday in April
- Resume Review with Career Services and/or WorkSource Oregon

LEARNING ASSESSMENT & PERFORMANCE EVALUATION

Learning Assessment and Performance Evaluation

Once a term, student employees and supervisors meet to discuss the progress on completing the position's learning outcomes and the employee's job performance. Specifically:

- Adjustments to the learning outcomes and job duties as needed in order to meet the outcomes
- Upcoming training and professional development opportunities
- On-the-job performance feedback and the level of meeting job duty expectations
- Application of coursework to the workplace, job duties, and learning outcomes
- Application of possible connections to future career-related interests and coursework