



SOCIAL MEDIA COORDINATOR

Description: The Social Media Coordinator will develop, implement, and manage all social media efforts for the University of Oregon Department of Intercollegiate Athletics. Duties include but are not limited to the day-to-day management of numerous social media outlets with content that aims to improve customer service, maximize reach and promote awareness of Oregon Athletics brand both locally and nationally. This position will develop strategies, programs, and outreach campaigns with the purpose to increase and enhance fan engagement on social media. Individual will be responsible for effectively communicating with multiple areas within the department to best capture and relay news, event and ticket promotions, and additional information as assigned. Provide analytics, analysis and recommendations for each social channel to the Marketing and Communications Directors on a monthly basis. This is a 12-month internship position which runs from July 1, 2015, to June 30, 2016.

Responsibilities:

- Develop, implement and manage a social media strategy to promote the Oregon Athletics brand across all channels (i.e. Facebook, Twitter, Instagram, Google+ etc.).
- Create and design content using Adobe Suite Programs (i.e. Photoshop, InDesign, Illustrator) for all social media accounts.
- Introduce and implement new engagement tools and tactics to expand the Oregon brand locally and nationally.
- Research, analyze, and evaluate social media marketing for effectiveness.
- Monitor conversations across key social media channels, identify key ambassadors, evaluate brand perception and develop key performance indicators.
- Maintain a comprehensive social media editorial calendar in order to proactively produce and manage content appropriate with Oregon's event calendar.

Qualifications:

- 1 year of experience in social media marketing, digital communications, PR or brand management required.
- Bachelor's degree is required.
- Expertise in managing various social media platforms is required, including but not limited to Facebook, Instagram, Twitter, YouTube, Pinterest and Google+.
- Proven experience applying digital and social media knowledge to provide customer service and engage.
- Advanced experience of Adobe Suite Programs; i.e. Photoshop, InDesign, Illustrator
- Strong quantitative analytical ability.
- Strong communication skills, ability to work in a team environment and work cross-functionally to achieve department goals.
- Ability to take complex ideas and present them in a manner that is easy to consume and share.
- Ability to work in a fast-paced environment and manage multiple projects effectively with tight deadlines.

Compensation:

Compensation is an hourly wage, plus overtime.

Apply:

Deadline for applications is *Friday, April 24, 2015*.

Send cover letter, resume and three professional references to:
Megan Robertson, Director of Promotions & Game Day Experience

University of Oregon

2727 Leo Harris Parkway

Eugene, OR, 97401

Fax: 541.346.7112

Application materials will also be accepted via e-mail in PDF format at meganr@uoregon.edu.

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