



Social Media & Marketing Job Description

Up to 20 hours per week
\$20.00/hr.

Note: The Social Media & Marketing position may be eligible to receive work experience or internship credit through their college.

Background:

This is an excellent opportunity for college students who are interested in gaining experience in social media marketing. The program is looking for qualified applicants who are creative, assertive and motivated to help advance Cal-SOAP's social media presence. Training and support are provided.

Description:

Under the direction of the Cal-SOAP Technicians, the Social Media & Marketing position (SMM) will be responsible for creating social media campaigns and the day-to-day management of Cal-SOAP social media accounts on various platforms. The SMM will create consistent, meaningful content on all social media platforms in order to improve student engagement, advertise college events and services regarding financial aid, scholarships, and college awareness in order to promote financial aid literacy and increase college going rates.

Duties:

The SMM work alongside the Cal-SOAP Technicians to develop and implement outreach and promotional campaigns. The SMM may perform some or a combination of the following duties:

- Create marketing, messaging, and incentives for students attending workshops and meeting deadlines;
- Promote "Cash for College" financial aid workshops and other college access workshops or events;
- Design and execute social media campaigns that consist of daily social media posts that are consistent with Cal-SOAP branding standards;
- Communicate with social media followers, including responding to Financial Aid Questions in a timely manner;
- Monitor other social media platforms such as Facebook, Instagram, Twitter and TikTok for ideas for financial aid and college access content;
- Analyze analytics to gauge the success of campaigns;
- Ability to write relevant captions, edit photos and create info-graphics
- Attend events as necessary to better understand the program;
- Complete all required financial aid and college access trainings and workshops provided.

Expectations:

- Ability to comprehend and remember complex information and present in simple visual terms to students;
- Meet weekly with Cal-SOAP Technicians to brainstorm social media strategies;
- Work as a proactive, positive, and cooperative, team member with Cal-SOAP, counselors and other college access programs;
- Check email daily and promptly respond to requests for communication;
- Exhibit a dependable and consistent work ethic.

Qualifications:

- Experience in marketing, advertising, graphic design, etc. (includes job or college coursework/projects experience)
- Strong communication skills both verbal and written;
- Ability to work on independent projects;
- Have dependable work attendance;
- Be enrolled at least half time in a college or other post-secondary school as an undergraduate or graduate student (half time is 6 units for undergraduate and 3 units for graduate, per semester);
- Have financial need as determined by the Free Application for Federal Student Aid (FAFSA) or CA Dream Act Application (CADAA): Student Aid Index must be less than Cost of Attendance.

This is a Cal-SOAP College & Career Success Coach position, with an emphasis on social media and marketing development. The SMM may re-apply to work for Cal-SOAP each school year, pending successful evaluations, meeting Cal-SOAP eligibility, and director's approval.

Submit application, current school schedule, copy of your most current FAFSA Submission Summary (FSS), and resume to calsoap@hcoe.org

Or return completed application packet to:

Humboldt County Office of Education/Cal-SOAP ♦ 901 Myrtle Avenue♦ Eureka, CA 95501

For questions, contact Grace Lovell at 707-441-2006 or gl Lovell@hcoe.org

Note: Applications are available at Cal Poly Humboldt Career Center/Handshake, College of the Redwoods Career Center, or <https://hcoe.org/cal-soap>

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