

# The Urban Interface

1 Day a Week • 10 hours/month • Staff • Public Relations • Non-Supervisory

## Social Media Assistant

### **Position Summary:**

The TUI Social Media Assistant creates and maintains the content of our social media platforms. The primary emphasis for this position is focused on developing an engaging and respectable public image.

### **Areas of Work:**

The major areas the Social Media Assistant will be responsible for can include:

- Content creation and design
- Community interactions and engagement
- Writing and multimedia content creation
- Writing and distributing monthly newsletter
- Attending weekly planning meetings

### **Primary Objectives:**

The primary goals and objectives of the Social Media Assistant is to:

- Encourage Social media engagement
- Promote TUI in a positive light
- Produce consistent, quality multimedia publications
- Train staff on social media use and best practices
- Promote a quality environment for team building and support

### **Position Responsibilities:**

- Writes content for and maintains social media platforms, blog, and newsletter according to the annual content calendar.
- Responsible for interactions with fans and other members of the public who engage with The Urban Interface (TUI) on our social media platforms and blog.
- Must be able to write blog posts and other content posts, and take photos of TUI at events. Experience in videography and graphic design preferred but not required.
- Responsible for designing (according to its template) and sending monthly newsletter.
- Reports to the Social Media Director.

### **Required Knowledge, Skills, and Abilities:**

- Understanding of modern communication trends
- Technical writing skills
- Social Media experience preferred
- Outgoing and socially driven

### **Work Environment**

- While performing the duties of this position, handlers will occasionally be exposed to harsh temperatures, various animals, large crowds of people.
- Reasonable accommodations may be made to enable people with disabilities to perform the essential functions of the job.

### **Conclusion:**

This position summary is intended to convey information essential to understanding the scope of the position and the general nature and level of work performed by the Social Media Assistant. But, this summary is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.