



Emerald Media Group

Job Description

Emerald Studios -- Social Media Coordinator

At Emerald Media Group we are anything but ordinary. We look for a very specific personality and skill set in our employees.

At EMG, nothing is ever *good enough*. We're creators, innovators, entrepreneurs and our own worst critic. Every facet of our organization is constantly being reinvented and challenges the conventional. We identify quickly what doesn't work, and focus on finding out what does. We do things differently in an effort to "make college better." Better for the people that work for us as well as those who interact with us.

Failure motivates us. Problem solving energizes us. Experimentation fascinates us. Success drives us. When we've created something great, we move on and strive to create something better.

We are looking for hungry students, with a passion for the practice of modern media and journalism techniques, interested in helping us improve our digital growth on both the business and editorial sides of our media group. If you have a devotion to digital innovation and excellence, thrive in a fast paced environment and are as passionate about helping change the lives of the Emerald staff as we are about changing the lives of those around us, we want you.

Overview

Social media coordinators work to come up with content goals, brand social media content, further understanding and expertise of using social media for business, and understand strategic communications. The lead social media coordinator will also meet with AEs or Director of Engagement of the Emerald events (25 Ducks, Best of Campus, Ducks Housing, Undie Run) to create social media campaigns that are relevant and effective for each one. The Lead SM Coordinator may be involved in drafting social media guides and presenting training sessions for both clients and EMG employees. This is a student position that reports to the Director of Engagement for weekly duties. The position is paid based on a weekly stipend and should be treated as a necessary position for EMG business development and staff professional development.

The Social Media Coordinator will brainstorm creative ideas for content, platform use, and strategies for clients. The Social Media Coordinator is responsible for checking in with VP of Sales & Marketing and Engagement Director weekly, to give updates on active projects.

Specific duties

- **Training:** Study social media platforms and strategies and draft guides to present to coordinators and clients.
- **Project management:** Works with the Project Manager to ensure all projects are delivered on time and on budget.
- **Management:** Creates content for and manages EMG social media with supervision from the Director of Engagement.
- **Hours:** Works a flexible schedule to meet the needs of the Venture Dept. and our clients. Hours will average between 10 and 15 per week, or more as needed.
- **Compensation:** Paid positions receive a stipend for an amount determined by agency director for each academic week worked.
- **Other:** Other duties as assigned.

General Expectations:

- Must be a currently enrolled U of O student in good academic standing
- Must be able to balance class load with demands of the position
- Must have excellent communication skills
 - 24 hour response to email and phone calls
 - 2 weeks notices for absences and resignation
 - Relay client information to appropriate departments and personnel
 - Be able to articulate what EMG is and what it does
- Must be highly motivated and task oriented
 - Must be able to work independently, be a self starter and work little supervision
- Employees will be held accountable for deadlines, goals, and meeting objectives.
- Must have excellent time management skills
 - Highly organized and able to keep track of assignments and deadlines
- Punctuality (5 minutes early is on time)
- Attend meetings as assigned
- Keeping office hours (see below for actual hour requirements)
- Handle mistakes professionally, quickly and efficiently (don't be afraid to say you were wrong and take ownership of the solution)

- Help each other out (at the end of the day this is all of our jobs -- carry the sandbags. "That's not my job" is NOT part of an EMG employee's vocabulary)
- Dress code: Must maintain a business casual or business professional appearance.
- When you're in the office, you need to be working on EMG-related business (no class projects or homework is allowed)
- Be a good ambassador for EMG. (you're always representing the brand while you're employed within the organization)

Emerald Expectations:

- Must be a creative thinker with a strong desire for innovation. EMG strives to be ahead of the curve and a thought leader invested in developing new trends and needs student leaders that embrace those goals and culture.
- The desire and understanding that ongoing research/education drives the mission of Emerald Media Group and its goal "To make college better."

Experience:

- A strong passion for media, digital media, sales & marketing and project management
- Ability to regularly meet and/or exceed goals, especially under tight deadlines
- Ability to work in a strong, team-driven environment
- A proven work ethic that shows a history of ownership/responsibility