Academic Support Center
Graduate Assistant- Social & Digital Media Content Manager

General Responsibilities:
The Academic Support Center (ASC) is looking for a graduate student with skills related to digital media, communication, marketing, and design to assist with managing the Social & Digital Media Team, ASC interactive digital content, and ASC social media presence.

Major Responsibilities:
• Social & Digital Media Team
  o Assist in the supervision of the undergraduate Social & Digital Media Team
  o Coordinate and manage weekly team meetings and be available to meet with students to assist in the development of their work.
• Social Media
  o Assist in the daily implementation of ASC social media schedule
  o Help develop creative and engaging social media content
  o Implement the social media assessment plan through the use of pertinent analytic tools.
  o Generate assessment reports as needed
• Real Deal YouTube Series
  o Assist the Social & Digital Media Team in production and launch of monthly episodes
  o Help generate and produce ideas for relevant episodes
• ASC Lessons
  o Assist and manage the Social & Digital Media Team in turning scripts into videos
  o Assist in creating the corresponding “tips for take away” for the video lessons
• ASC Blogs
  o Assist the Social & Digital Media Team in implementing weekly ASC Blogs
  o Collaborate with ASC and other RIT staff to generate blog content
  o Assist in the management of the Word Press Blog Platform

Qualifications/Skills Required
• Creative, collaborative, independent, and innovative work attitude
• Strong understanding of digital content management and social media platforms
• Strong communication and organization skills
• Ability to build an understanding of ASC curriculum and academic success content
• Ability to breakdown large amounts of content into short written content

Technical Skills Required:
• Knowledge of Word Press or other content management systems is strongly desired
• Knowledge of or comfort in learning new online software (i.e. Dropbox, Evernote, Canva)
• Strong skills in Microsoft Word and Excel
• Knowledge of Adobe Suite
• Experience in digital communication and marketing preferred

Compensation & Terms
• 15-20 hours a week
• Availably to start mid-August
• 10 month position (August-May)
• Hourly wage of $12.50