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**ALUMNI COMMUNICATIONS ASSISTANT**

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**STATUS:** Student employment

**LOCATION:** Duncan Alumni House, Millersville University (REMOTE FOR SPRING 2021)

**COMMITMENT:** 10 hours per week is preferred

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

The Student Assistant I works with the department Graduate Assistant, under the guidance of the Director Alumni Engagement and Assistant Director of Alumni Engagement, to research and write alumni spotlights and social media posts on the achievements of alumni, alumni relevant University news, events, and traditions etc.

**JOB QUALIFICATIONS & REQUIREMENTS:**

- Research, write and edit articles and social media posts, checking for accuracy in context and grammar.
- Conduct interviews with alumni to gather information for spotlights/stories.
- Act as the eyes and ears for the department and bring story ideas to the Director and Assistant Director on a weekly basis.
- Take photos and videos of subjects for articles and social media posts.
- Create, manage and maintain University appropriate content for social media sites including (but not limited to) Facebook, Twitter, Instagram, and LinkedIn
- Develop new ideas, themes or campaigns that can be implemented to engage and increase followers.
- Monitor online interaction from community and respond when appropriate.
- Work as a team with Graduate Assistant on creating and managing social media content.
- Analyze posts and adjust strategy for effectiveness, reach and community engagement

**Must have -**

- Excellent English and journalism skills: writing, punctuation and spelling – within Associated Press Style.
- Experience with Microsoft Office, email and Internet research.
- Flexibility to accomplish routine tasks and special assignments as they arise
- Basic knowledge of public relations and marketing strategies.
- Ability to meet deadlines and work efficiently.
- Knowledge of or willingness to learn Facebook, Twitter, Instagram, and LinkedIn
- Must have good telephone skills.
- Must be flexible in helping with special jobs assigned at the last minute.
- Must have an approachable nature that leads to positive interactions with staff and clients.

To Apply: Email resume to [mualumni@millersville.edu](mailto:mualumni@millersville.edu)