

**** Position Announcement ****
Center for Global Engagement
<https://cge.utk.edu/>

Position Student Communications Assistant — Social Media

Compensation \$11.00 per hour

Work Hours Approximately 10 - 20 hours per week. Ideally, limited work and training for this position will begin in Summer 2023 and the position will last through Spring 2024 with the potential for a longer term arrangement. However, start and end dates are flexible.

Responsibilities

The Student Communications Assistant will support the Center for Global Engagement with its communication needs including

Social Media Management

- Create an overall strategy to increase CGE's social media impact and engagement with the targeted audience
- Create content fit for each social media platform: Instagram, Twitter, LinkedIn, TikTok, Facebook, and YouTube
- Design graphics for social media
- Attend events to capture photographs and videos for social media
- Analyze impact of social media posts

Communication Resource Management

- Assist the CGE communications team in implementing the transition to an intranet site for communications resources such as flyers, graphics, registration list, press releases, reports, etc.
- Contribute to the CGE digital transformation process to improve our users' online experiences through strategic, audience-first communication practices

Event Management

- Facilitate event management as needed
- Represent the Center for Global Engagement at student events as needed
- Analyze impact of events

Skills/Experience Required

- Knowledge of Microsoft Teams
- Experience with social media
- Experience with graphic design
- Experience with short-form video editing for social media platforms
- Excellent written and oral communications skills
- Detail-oriented
- Knowledgeable about Knoxville and the UT campus

Additional Requirements

- Must be enrolled as a UT student for Fall 2023

To Apply Email your cover letter and resume to Jason Moody jmoody9@utk.edu

Applications will be reviewed as submitted, with interviews beginning as soon as possible.