

Duke University

Global Social Media Assistant

Summer 2015

Do you love Instagram, posting on Tumblr and connecting with your friends online? Do you have a passion for global engagement? Do you want to pursue social media as a career? If so, check out this position with Duke's Office of Public Affairs and Government Relations.

The global social media assistant supports Duke's global social media efforts by posting content, measuring analytics, monitoring online communities and managing campaigns. This person will help launch new Instagram and Tumblr platforms to promote Duke's presence in the world.

Successful candidates must be self-starters and have excellent verbal and written communication skills, a good attitude, and a willingness to speak up. Experience in website development, graphic design and online campaigns is strongly desired. A willingness to learn new systems and tools is a must.

Hours: 40 hours per week from May - August. Start and end date negotiable. This is a summer position, with potential for extension during the fall semester.

Compensation: \$10 per hour, based on experience. Work-study student preferred.

Program Eligibility and Submission:

- Interest in the field of social media and public relations
- Excellent computer skills, including knowledge and usage of social media
- Experience in website development, graphic design and online campaigns desired
- Strong written and verbal communication skills
- Current university student or recent graduate.

Responsibilities:

- Execute and manage the day-to-day activities around new social media campaigns for Duke's global presence
- Create accounts, monitor and post on Tumblr and Instagram
- Optimize sites and projects to be effective with social media
- Track social media metrics

Interested applicants should contact Emilie Poplett, Global Communications Specialist. Please submit your resume and any relevant work samples via email to emilie.poplett@duke.edu by April 30.