



## **Social Media Strategist**

The Else School of Management is seeking two graduate students to develop and manage the social media presence for the Else School of Management and the Executive and Continuing Education department. The graduate assistants will report to the Director of Graduate Admissions.

**Number of positions: 2**

### **Duties will include:**

- Sourcing and developing content for social media.
- Manage social media accounts (Facebook, LinkedIn, Instagram, Twitter, and YouTube) using social media management software.
- Manage Google Analytics associated with the website, including developing goals and reports and monitoring traffic.
- Take photos and video at events and manage all digital assets using SmugMug software.
- Use Canva to create and edit graphics.
- Collaborate with the Social Media Team, share ideas, and manage projects through Trello.

### **Qualifications:**

- Detail-oriented, organized, and capable of multitasking and prioritizing tasks
- Strong interpersonal skills
- Time management skills
- Collaborative working style with the ability to work independently

### **Eligibility:**

- Admitted and enrolled to a Millsaps graduate program.
- Enrolled full-time (min 9 credit hours per semester)
- US citizens, permanent residents, or international student

### **Work and Compensation:**

- Graduate Assistants will work part-time for the fall and spring semesters.
- The salary for the 2023-2024 academic year is \$4,000. Paychecks will be distributed on a monthly basis (Fall: Sept, Oct, Nov, Dec; Spring: Feb, Mar, Apr, May)

### **How to Apply and Deadline:**

- Submit your cover letter and resume: <https://www.surveymonkey.com/r/NP3LBGL>
- Deadline: May 1

### **Have questions?**

Contact Christine Rials, Director of Graduate Admissions

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