The student **Social Media Assistant** position within Hokie Wellness serves and collaborates with the Hokie Wellness team to create strategic health and wellness related social media content for the Virginia Tech community. This position is open to undergraduate and graduate students.

**Job Responsibilities:**

- Brainstorm and draft content to post on social channels, including Instagram, Facebook, and TikTok
- Schedule and publish social media content directly to platforms and using social media scheduler
- Review insights, compile data and make recommendations on best performing content
- Research and report on social media trends
- Work with staff to develop effective and engaging social media content for departmental campaigns, awareness weeks, outreach, and events. Some of these topics include mental health, nutrition, body image, sleep, alcohol and substance misuse, and financial wellness.
- Assist in facilitating social media committee meeting
- Assist with general marketing responsibilities. Based on the applicant’s skillset, this could include designing print and digital media (posters, flyers, TV signs, table cards, etc.), creating website content, video editing, photography, poster distribution, printing, etc.

**Required Qualifications:**

- Current student enrolled at Virginia Tech
- Experience creating original and trending social media content
- Experience using Canva
- Excellent communication (verbal/written) and organizational skills
- Ability to use a smartphone to create/post content
- Comfortable being in social media videos
- Interest in supporting health and wellness initiatives on campus

**Preferred Qualifications:**

- Past experience working in marketing or social media through a job/internship, student organization, or another university department

**Additional Information:**

- Pay Rate: **$12 per hour**
- Hours: Flexible, up to 10 hours per week
- Position will begin as soon as possible
- We will accept applications on a rolling basis. Review will begin upon receipt of completed application.
- If you are selected to interview for the position, you may be asked to provide a sample of your previous work

Complete application [here](#).

Please direct any questions related to the job posting to Stephanie Roberts at [srroberts@vt.edu](mailto:srroberts@vt.edu).