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**EXECUTIVE SOCIAL MEDIA PRODUCER APPLICATION**

Academic Year: 2023-24.

Applications should be emailed to executive director Hope Moses at hope.moses@marquette.edu.

Application deadline is 11:59 p.m. CST on Sunday, April 9, 2023.

Materials to submit include:

-Attached form

-Resume

-Typed responses to the questions below

-3-5 samples of social media experience

**Job requirements**

* Use Hootsuite to spearhead and oversee daily posts across all social platforms
* Create weekly schedule of posts with Assistant Social Media Producer
* Edit all posts with Assistant Social Media Producer
* Communicate with managers and assistants to cover all parts of the Wire
* Schedule and conduct 30-minute meeting with Assistant Social Media Producer and Executive Director to evaluate posts and analytics
* Create analytics report on website traffic
* Attend weekly All Staff meeting on Tuesday nights
* Attend Late Night on Monday nights for approximately 30 minutes with Assistant Social Media Producer to plan posts for the week
* Create weekly newsletter to go out Tuesdays with Tribune publication
* Work with Journal editor to coordinate newsletters for magazines
* Attend other short meetings that might be scheduled with managers
* Attend Wire events or coordinate with those who are there to either live tweet or get photos to cover
* Communicate quickly and efficiently with other staff in breaking news situations
* Strategize with Assistant Social Media Producer about how to increase engagement
* Head recruitment and advertising operations as assigned by the Executive Director

**Skills needed**

*Helpful if you have some background with most of these, but all can be taught*

* AP Style
* Thorough knowledge of all social media platforms (i.e. beyond just making simple posts; how to embed different links and media, how to create events, polls, etc.)
* Concise, witty writing ability
* Exceptional organizational skills
* Good iPhone photography skills

**Availability**

This is an around-the-clock job – you will need to put in work daily.

*Typical time commitment needed:*

* Tuesdays: Around 2 hours in addition to meetings
* Wednesday, Thursday, Friday: 30 mins – 1 hr
* Saturday, Sunday, Monday: 10 – 30 mins

Must be available Tuesday mornings to begin scheduling posts for the week. Good if available Tuesday afternoon/evenings.

**Executive Social Media Producer for Marquette Wire**

Name:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Academic Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Minor:   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Overall GPA (Optional):   \_\_\_\_\_\_\_\_\_\_\_

Year in School:   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email:   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cell Phone:   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Campus Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

State/ Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MUID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Application Questions**

1. Why do you want to be an executive social media producer for the Marquette Wire?
2. Provide a critique of the current social media content and presence of the Marquette Wire.
3. What unique skills do you have that would enhance the Marquette Wire’s social media abilities?
4. What makes for successful social media content? Please provide thoughts for each of the main platforms: Facebook, Twitter and Instagram.