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**EXECUTIVE SOCIAL MEDIA PRODUCER APPLICATION**

Academic Year: 2024-25

Applications should be emailed to Production Director Isabella Fonfara Drewel at izzy.fonfaradrewel@marquette.edu.

Applications will be accepted on a rolling basis.

Materials to submit include:

-Attached form

-Resume

-Typed responses to the questions below

-3-5 samples of social media experience (NOT including personal, coursework would be applicable)

**Job requirements**

* Use Hootsuite/Meta Business Suite to spearhead and oversee daily posts across all social platforms
* Create weekly schedule of posts/social content with Social Media team
* Edit and approve posts with Social Media team
* Communicate with managers and assistants on campaign ideas with Social Media Team to cover MUTV, MUR, Tribune, Sports and Journal content
* Schedule and conduct weekly meetings with the Social Media team and Engagement Director to evaluate posts and analytics. Eventually, this would include the analytics branch.
* Attend All Staff Meetings - Frequency TBD
* Attend Late Night, Television Broadcasts, and Radio Shows as needed with Social Media team
* Attend meetings with other managers as needed to share insight with Social Media team
* Coordinate live coverage of outreach events, such as MUR concerts, with the Social Media team.
* Coordinate content consistency and Wire branding through all social media channels
* Communicate quickly and efficiently with Managerial staff during crises/breaking news
* Strategize and cooperate with Social Media team to foster new ideas & foster engagement
* Work with Engagement Director in the hiring of Social Media Team

**Skills needed**

*Background is recommended*

* AP Style
* Thorough knowledge of Social Media platforms (how to embed different links and media, how to create events, polls, etc.)
* Concise, witty writing ability
* Exceptional organizational skills
* Smartphone photography skills

**Availability**

This is an around-the-clock job – daily work will be required.

*Your Work Schedule Will be Self-Managed. Connect with Engagement Director to establish “hard” work time and availability*

**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 the executive social media producer for the Marquette Wire?
2. Provide a critique of the current social media content and presence of the Marquette Wire. What works well? What could be improved upon? Provide the page and post you will critique as an attachment.
3. Describe 3 skills you have that could enhance the Marquette Wire’s social media presence?
4. How do you best deal with unexpected situations and how do you plan to apply these skills to your job?
5. What goals would you like to set for your Social Media team?