

Job Title: Social Media Intern
Classification of Position: Student Internship
Name/Address of Student's Employer: Neighborhood Housing Office
Student Union WG85
2200 E Kenwood Blvd
Milwaukee, WI 53211

Job Description

The Social Media Intern will focus on maintaining and improving the Neighborhood Housing Office's social media presence while ensuring all content is strategic, updated and in line with the NHO mission and UWM branding guidelines.

Job Duties:

<u>Primary Duties</u>	<u>Approx. Percent of Time Applied Over One Year</u>
• Coordinate NHO's social media presence on Instagram, Facebook, and the occasional take-over of UWM's Snapchat	25%
• Coordinate the PantherCycle Facebook group	20%
• Update and maintain a social media manual and marketing calendar	20%
• Analyze data including Key Performance Indicators and make data-informed decisions to improve marketing strategies	15%

Additional Duties

• Actively participate in one-on-one meetings and team meetings	20%
• Staff Neighborhood Housing and External Relations events (Housing Fair, State Fair, Summerfest, etc.)	
• Special projects and other duties as assigned	

Qualifications & Education Requirements:

- UWM Student enrolled in a minimum of 3 credits and maintain a 2.5 or higher semester and cumulative GPA
- Must live near UWM's Kenwood campus and have renting experience or complete the Preferred Tenant Program
- Must be able to prioritize this job if holding more than one employment position, school is only exception.
- Utilize Adobe and Office 365 programs (Microsoft Word, Excel, Sharepoint, Onedrive, Onenote, Teams, etc.)

Preferred Qualifications & Skills:

- Eligible for Federal Work Study.
- Experience with social media beyond personal use or has taken courses on social media marketing
- Possess excellent written and interpersonal communications skills
- Ability and interest in taking initiative and independently solve problems within the scope role
- Strong organizational skills and the ability to exercise discretion and maintain confidentiality

Compensation & Evaluation:

The starting wage for this position is \$12.00/hour. This is determined with consideration of university guidance and comparable positions across campus. Employees will be evaluated quarterly using mid-semester and end of semester evaluations to promote growth. Employees will be considered for a merit increase for each 12 months completed in the role in accordance with University Relations Student Employment guidelines. For reference, the Student Employee Manual can be found at uwm.edu/hr/student-employees/

Department: External Relations/Neighborhood Housing
Supervisor Name: Alyssa Conrardy
Supervisor Phone/Email: 414-229-6999/nho-supervisor@uwm.edu
Student's Length of Employment: Must commit to a minimum of one semester