

Social Media Team Member

Campus Recreation's mission is to create an inclusive environment that inspires movement and community. In addition to offering an award-winning fitness facility, we strive to be a place where members can connect with one another in a safe and positive environment.

Campus Recreation includes three fitness spaces: Campus Recreation Center, the Fitness Center at CARE/Crawley, and the Siddall Fitness Center. Our three facilities offer many ways for members to get active – from cardio and weight equipment, to group fitness, swimming pools, a climbing wall and more. We look for teammates who uphold the same values as we do: teamwork, educating, problem-solving, curiosity, and fun.

Connect. Energize. Thrive. Explore Campus Recreation.

Job Title and Overview

Social Media Team Member

Social Media Team Members are responsible for supporting the marketing and communications efforts of Campus Recreation by creating and managing content across various digital platforms. Team members will assist with content gathering, writing, designing, and scheduling social media posts that align with Campus Rec's branding and values. This is a part-time position paid on an hourly basis. Duties include, but are not limited to, the following responsibilities:

Essential Job Functions

- Gather content and develop ideas for social media posts, stories, and campaigns based on department events, programs, and initiatives
- Capture photo and video content as needed during programs and events
- Write engaging, brand-aligned captions for Instagram, Facebook, and X (formerly Twitter)
- Design simple, effective graphics using Canva and/or Adobe Creative Suite
- Schedule and manage social media posts using Sprout Social across all Campus Rec platforms
- Collaborate with the marketing team to ensure content meets departmental standards
- Maintain consistency with Campus Rec's visual identity and messaging
- Support special campaigns, awareness weeks, and themed content as needed
- Attend mandatory team meetings and trainings
- Communicate regularly with professional staff regarding deadlines, ideas, and progress
- Other duties as assigned

Minimum Qualifications

- Is at least 16 years of age
- Strong written and verbal communication skills

- Demonstrated experience with or interest in social media content creation
- Familiarity with at least one design platform such as Canva or Adobe Creative Suite
- Availability to attend events or programs for content gathering

Additional Qualifications Considered

- Previous experience managing social media accounts
- Knowledge of social media trends, analytics, and platform best practices
- Experience using scheduling platforms like Sprout Social or Hootsuite
- Photography and/or videography skills

Additional Information

- Campus Recreation provides additional development opportunities for staff beyond job duties, including the possibility to attend conferences at the state, regional, and national levels, as well as inter-departmental committee involvement through our student-led organization, Recreational Development & Leadership (RDL).
- This position may require occasional evening or weekend availability for content gathering
- Weekly time commitment: 4–8 hours/week (may vary depending on events and campaigns)
- Skills acquired include:
 - Communication
 - Creativity and content strategy
 - Writing and editing
 - Design and branding
 - Time management
 - Marketing and public engagement
 - Working with diverse populations

Physical Requirements/Work Environment

- Sitting – often
- Standing – occasionally
- Walking – occasionally
- Typing – often
- Ability to carry camera or media equipment under 15 lbs.

Compensation and Benefits

- \$13.40/hour
- 20% discount on programs and services (excluding Pro Shop)