SOCIAL MEDIA & DIGITAL ENGAGEMENT COORDINATOR

Program Description
The SPICE program is an informal science outreach program targeting middle school aged girls. The goals of our program are:

- Empower a generation of scientifically literate and engaged youth
- Welcome girls and gender non-conforming students into the world of science, engineering, and mathematics (STEM)
- Increase the number of girls and women engaged in STEM Education and Careers
- Provide young scientists and educators with science teaching opportunities

SPICE follows a motivational model for STEM engagement, that is, providing girls (and potential future teachers) with STEM education opportunities that help build identity, interest, self-efficacy and expectancy value for science. We are a group of scrappy science education innovators dedicated to flooding the STEM world with a wave of awesome girl scientists.

Job Description

The Social Media & Digital Marketing Coordinator is responsible for assisting the Director in implementing SPICE’s overall communications and marketing plan with the following goals:

- Build awareness about SPICE within the community
- Attract more instructors and volunteers
- Build a larger donor base
- Share lessons from the program with interested persons
- Teach us “olds” how to effectively use social media

Current Digital Presence
Program web page - https://spicescience.uoregon.edu/home
Facebook - https://www.facebook.com/SPICEscience/
Instagram - ChicksDigScience
Twitter – ChicksDigScience
Blog – www.chicksdigscience.com

Primary Duties and Responsibilities

- Work with director to define social media strategy and best practices
- Assist in managing social media and editorial calendar to ensure content is timely, relevant, and engaging
- Draft weekly e-newsletters to SPICE subscribers
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Ensure proper messaging is being executed online
- Engage with appropriate influencers
- Assist with website copywriting, proofing, and updating as needed
Qualifications

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for at least 10 hours a week
- Currently enrolled student in journalism, communication or relevant discipline or equivalent work experience
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. HootSuite, Google Analytics)
- Adobe Creative Suite experience a plus
- Working knowledge of email marketing applications (e.g. MailChimp)

Application Instructions:

Please email your resume, cover letter, and any relevant work samples to SPICE Director, Brandy Todd (btodd@uoregon.edu)