

Social Media Manager

Reports To: Editor-in-Editor

Paid: Weekly stipend

Social media is a vital component to the Minnesota Daily's digital presence. The primary job duty of the Social Media Manager is to manage the Daily's curated news content on Twitter, Facebook and Instagram — including scheduling posts, tracking engagement, and thinking strategically about how to best serve digital audiences. The SMM will closely follow the pulse of the newsroom and will interact with the editor-in-chief on a regular basis.

Responsibilities:

- Curate social media content
- Outline plan with benchmarked goals for driving traffic to the website and increasing social media engagement
- Be responsive when news breaks and social media strategies are needed
- Improving and advancing the Daily to have a notable and personable social media presence
- Other duties as assigned

Qualifications:

- Currently-enrolled University of Minnesota student
- Strong knowledge of grammar and AP style
- Competency in understanding social media analytics
- Ability to exercise judgment in prioritizing news content
- Ability to write headlines succinctly
- Strong communication and interpersonal skills
- Strong analytical and problem solving skills with attention to detail
- Good planning and organizational skills to balance and prioritize work

Disclaimer: This job description is only intended to be a summary of the skills, qualifications, and essential functions required in the day-to-day work for this position. It is not exhaustive in nature. The Minnesota Daily reserves the right to change the job description at-will and to modify an employee's job role at any time to best benefit the organization.

The Minnesota Daily values diversity and welcomes applicants from all backgrounds without regard to race, gender, religion, sexual orientation, or other status. All students are encouraged to apply.

To apply: Visit www.mndaily.com/page/jobs or send cover letter and resume to hr@mndaily.com

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