



## Social Media Fellow

### *General Fellowship Requirements*

- Ability to commit to 10-15 hours per week during the Fall, Winter, and Spring Terms
- Flexible schedule to include evenings and weekends
- Must be a sophomore, junior, or senior Dartmouth student
- Demonstrated commitment to diversity and inclusion and serving the needs of a diverse population.

The social media fellow works with the Hop's Marketing Department to increase student engagement via social media, utilizing Hootsuite and other professional platforms.

### Responsibilities include:

- Attend events and create original content for the Instagram feed and Facebook, while keeping the Hop's branding in mind
- On a regular basis engage with other campus social media
- Investigate current media tactics and keep track of popular posts
- Communicate new ideas and happenings to supervisors

### *Position Specific Requirements:*

- Tech savvy; comfortable using various social media platforms
- Candidate should have exceptional verbal, face-to-face and written communication skills, and research skills
- Has a strong network on campus
- Comfortable contributing ideas and participating in group brainstorming sessions
- Demonstrates leadership skills and work both independently and with a team
- Passion for the performing arts with an interest in the arts and humanities at large