

STUDENT ASSISTANT | SOCIAL MEDIA

JOB DESCRIPTION

THRIVE CENTER

The mission of the Thrive Center is to advance a community where students successfully navigate, excel and graduate from the University of Arizona prepared for life after college. Our values focus on providing students with a diverse, accessible, inclusive, and quality experience by:

- ▶ Centering the student experience through support and guidance
- ▶ Creating and modeling best practices
- ▶ Building community connections
- ▶ Collaborating across campus
- ▶ Cultivating lifelong learning practices

POSITION SUMMARY

Program: Thrive Center Digital Content

Program Summary: The digital content team creates printed and electronic marketing materials for the Thrive Center, manages social media platforms, and facilitates other creative avenues for promoting the programs and services offered by the unit.

Job Title: Student Assistant, Social Media

Hourly Rate: \$15.50 per hour

Job Summary: The student assistant for social media is expected to work with the student assistant for digital content to creatively market and promote the programs and services offered by Thrive Center. Projects will include, but are not limited to, the creation of videos, posts, podcasts, taking pictures, attending Thrive events and posting about the events. This will sometimes include appearing in and voicing over videos.

PREFERRED KNOWLEDGE, SKILLS & QUALIFICATIONS

- ▶ Demonstrate respect and professionalism in a manner that reinforces the mission and values of the Thrive Center
- ▶ Take initiative and work autonomously
- ▶ Demonstrate time and task management skills
- ▶ Have baseline knowledge of the Thrive Center, including programs, events and/or services
- ▶ Possess adequate organizational skills
- ▶ Demonstrate excellent written and oral communication skills
- ▶ Exhibit proficiency in Adobe Creative Suite products (Photoshop, Illustrator, InDesign)
- ▶ Willing to work with diverse communities, including a commitment to cultural competence (in self and others)
- ▶ Available to work 15 hours per week

DUTIES & RESPONSIBILITIES

- ▶ Moderate several social media accounts including Instagram and YouTube
- ▶ Create a social media strategy plan
- ▶ Create daily posts
- ▶ Create and edit videos
- ▶ Take and edit photographs
- ▶ Regularly attend Thrive Center events
- ▶ Other duties as assigned

ACADEMIC QUALIFICATIONS

- ▶ Minimum cumulative GPA of 2.50; 2.75 preferred
- ▶ Currently enrolled at the University of Arizona as an undergraduate student (minimum six units)
- ▶ Intent to enroll in at least 12 units this fall.
- ▶ Successful completion of at least one year of college by the end of May (24units or sophomore standing)

TRAINING & MEETING REQUIREMENTS

- ▶ Attend mandatory paid training sessions and/or retreats the week before the start of the fall semester. Mandatory training will occur August 14-15, 2025 (asynchronously), and August 18-20, 2025 (in-person)
- ▶ Attend weekly or biweekly small team meetings
- ▶ Attending all training, staff meetings, and retreats is required

PROGRAMS & EVENTS EXPECTATIONS

The Thrive Center houses many programs and services, which may or may not correspond with your direct role in the office. One of our expectations of all our employees is to embrace an “all hands on deck” mentality. With that in mind, you may be asked to work a program in the evening or weekend. This request will be negotiated with your direct supervisor with the following in mind:

- ▶ Student staff will be paid for any program they work outside of their role in the office.
- ▶ Students are expected to work at least 12 hours per week but cannot exceed 25 hours per week.
- ▶ Exceptions will be made for academics (classes or instructor led review/study sessions).
- ▶ A calendar of events will be provided during the training informing staff of work commitments throughout the academic year.

