

HOBART AND WILLIAM SMITH COLLEGES
2025 Social Media Engagement Specialist

Please type or print neatly

SECTION A: Applicant Info

Name:

Student ID Number:

Current Residence (Building):

Cell Phone:

Summer 2024 Mailing Address:

Cumulative GPA:

Class Year:

Major:

Minor:

Have you previously worked for the Colleges?

_____ Yes _____ No

If yes, which department?

Are you currently on social probation?

_____ Yes _____ No

Are you currently on academic probation?

_____ Yes _____ No

Have you ever received disciplinary sanctions at the Colleges?

_____ Yes _____ No

If yes to any of these, please explain:

Have you worked for Orientation before?

_____ Yes _____ No

When?

If yes, in what position?

What were your primary responsibilities?

Who will be submitting your Faculty/Staff recommendation?

Application due Friday, March 14 at 5:00PM
Kristen Tapscott, Assistant Vice President for Campus Life
ktapscott@hws.edu

SECTION B: Cover Letter, Resume, and Recommendation

Please submit your current resume in addition to a cover letter. Your resume should include relevant skills, co-curricular involvement, and all past work experience including past participation in Orientation. The Salisbury Center for Career, Professional and Experiential Education has many resources available to assist you in preparing your resume. Visit their website for resume and cover letter guidelines and help.

In addition to your cover letter, application, and resume, candidates must submit one faculty/staff recommendation. The Social Media Engagement Specialist Reference Form is located on the Orientation website. Please share this link with your faculty/staff member to complete. They do not need to submit a separate letter.

SECTION C: Short Answer

Short Answer Questions:

1. **Describe your experience managing social media accounts.** What platforms have you worked with, and what strategies have you used to increase engagement? *(1 paragraph)*
2. **How do you stay updated on social media trends?** Provide an example of how you've incorporated a trend into a post or campaign. *(1 paragraph)*
3. **This role requires creativity and storytelling.** Share an example of a time when you created digital content that successfully engaged an audience. What was your approach, and what were the results? *(1 paragraph)*
4. **Campus life engagement is a key part of this position.** How would you use social media to make new students feel connected and excited about HWS before they even step on campus? *(1 paragraph)*

SECTION D: Interview Availability

Orientation Coordinator Interviews:

All applicants will participate in a 30 minute interview during the week of March 24, 2025.

Please indicate your availability on the following days and times. Check boxes that indicate when you ARE AVAILABLE.

	1:00pm- 1:30pm	1:30pm- 2:00pm	2:00pm- 2:30pm	2:30pm- 3:00pm	3:00pm- 3:30pm	3:30pm- 4:00pm	4:00pm- 4:30pm	4:30pm- 5:00pm	5:00pm- 5:30pm
Monday, 3/24									
Tuesday, 3/25									
Wednesday, 3/26									
Thursday, 3/27									
Friday, 3/28									

If you are currently abroad, please contact Kristen Tapscott ktapscott@hws.edu to coordinate a Zoom interview. Interview dates and times will be confirmed prior to your interview.

*Application due Friday, March 14 at 5:00PM
Kristen Tapscott, Assistant Vice President for Campus Life
ktapscott@hws.edu*

Social Media Engagement Specialist Application Check List

*All materials should be submitted to Kristen Tapscott
ktapscott@hws.edu*

- Completed Applicant Info (Section A)**
- Cover Letter, Resume, Recommendation Form (Section B)**
The recommendation form will be submitted by the faculty or staff member completing your recommendation. You should share the link to the recommendation form on the Orientation website with the person completing your recommendation.
- Short Answer Responses (Section C)**
- Interview Availability (Section D)**

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