



HOBART AND WILLIAM SMITH
COLLEGES

CAMPUS LIFE

Social Media Engagement Specialist

SUMMARY:

Join the Office of Campus Life to help create an exciting and welcoming experience for new students and their families! As the Social Media Engagement Specialist, you'll craft and share impactful content on platforms like Instagram, Facebook, and TikTok, connecting prospective students with all the amazing things HWS has to offer. This role is all about making a difference for new students as they start their journey at HWS. If you're enthusiastic about social media, love storytelling, and enjoy connecting with others, we'd love to have you on our team!

OVERVIEW:

We're looking for a passionate storyteller who's up-to-date on social media trends and excited about using digital platforms to engage our community. Your work will focus on creating dynamic content that showcases HWS' vibrant campus life and academic programs, ensuring content is on-brand, and aligned with our goals.

QUALIFICATIONS:

- Familiarity with social media trends and best practices for Instagram, Facebook, Tik Tok
- Strong reliability, honesty, and a positive attitude
- Ability to inspire and work well with diverse team members, including students and staff
- Excellent organizational and communication skills
- Flexibility, creativity, and a willingness to assist where needed
- Proficiency in Canva (preferred but not required)

RESPONSIBILITIES:

- Collaborate with campus partners to share strategic, student-centered digital content
- Identify trending topics and create content that excites new students about HWS programs and opportunities
- Plan, design, and post original content tailored to each social media platform, including videos and infographics
- Provide live coverage of events to keep followers engaged and informed
- Ensure all content aligns with HWS's branding and weekly themes
- Brainstorm fresh ideas for stories and posts that connect with prospective students and families
- Attend professional staff meetings as needed and contribute to creative planning

SUPERVISOR: Kristen Tapscott, Assistant Vice President for Campus Life

OTHER INFORMATION: This position takes place from June 1, 2025 - August 31, 2025 (13 weeks). 20 hours/week with an hourly rate of \$15.50/hour. Summer housing is provided with meals in the dining hall. All meals provided during training and Orientation.