TITLE: Student Experience and Social Media Manager
SUPERVISOR: Director of Service Strategies
TIME STATUS: Full-time, 40 hrs. per week
DATE: June 2019

Position Summary:

The Student Experience and Social Media Manager provides leadership within the River Campus Libraries for a variety of initiatives focused on connecting and communicating with students in order to enhance their experience with the libraries. Reaching out into the student community in a variety of ways, this role adds value to existing library services using social media, top-notch customer service via RCL’s Q&i service points, through orientation and other events, and through building and maintaining positive, fruitful relationships with student groups.

The work schedule for this role will include some evenings and weekends in order to support student events and engagement opportunities.

Responsibilities:

Student Liaison: 25%
- Engage regularly with students, including student leaders, to hear feedback and assess needs
- With the support and input of the Dean and the Director of Library Assessment, design and implement user engagement opportunities, including meetings or events, to garner feedback from the undergraduate populations
- Reach out to student groups to help broaden and enrich RCL’s communication with current students
- Seek and propose new approaches that will deepen our connection to students and student groups on campus

Managing Social Media: 25%
- Organize, schedule, and implement a social media program using existing RCL social media channels
- Lead a working group of social media content creators from RCL departments, organizing to provide a robust over all RCL social media presence
- Assist staff across RCL in highlighting their work and advertising their events via social media channels
- Work closely with the Senior Communications Officer for Libraries and Collections to develop and maintain a social media strategy

Customer Service Provision: 15%
- Provide front line support to patrons in multiple service points across RCL
- Circulate materials, connect patrons to technical support for scanning and printing, process fines
- Provide reference support to students seeking scholarly materials, and referring to subject specialists as appropriate
RCL Student Event Leadership: 15%
● Manage and lead working groups focused on RCL’s orientation, Scare Fair, and other activities
● Lead or partner in library-led “de-stress” study break events at key times of the academic year

Tour Service Management: 10%
● Receive and direct requests for tours to available RCL tour guides
● Maintain tour scripts to accurately represent RCL spaces and services
● Provide training RCL staff preparing to offer tours
● Provide upbeat, friendly, and informative tours for RCL visitors

Miscellaneous Duties: 10%
● Maintain currency with general library functions, resources, practices and procedures
● Participate in and contribute towards RCL and University committees, meetings, and events
● Maintain professional collaborations with RCL colleagues and other campus constituencies
● Perform other duties as assigned

Qualifications & Competencies:
Required:
● College graduation or equivalent combination of experience and training
● 1 year of related experience.

Preferred Qualifications & Competencies:
● A Bachelor’s degree from an accredited institution
● Customer service experience
● Experience using social media
● Excellent communication skills
● Excellent organizational skills
● User-focused and committed to service excellence
● Self-starter who is flexible, creative, and open to new challenges
● Creativity and demonstrated innovative thinking
● Ability to work collaboratively and productively with a team
● Demonstrated commitment to diversity and inclusion
● Experience working with students
● Ability to explore new technologies with confidence and independence

TO BE CONSIDERED FOR THIS POSITION APPLICANTS MUST APPLY ONLINE AT:
http://www.rochester.edu/working/hr/jobs/ Reference ID: 216364

*When applying online, please upload your cover letter & resume as one pdf document.
If you have questions or need more information about the position send an email to:
RCLHR@library.rochester.edu

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