

UQ Business School – Social Media Student Representative

Are you creative, engaging and looking for social media experience?

UQ Business School is looking for outgoing, personable and committed marketing and advertising students to work with the UQ Business School Marketing Team to create engaging content for our Instagram, Facebook and YouTube channels.

As a student representative of the social media team, you'll be equipped with the task of promoting the UQ and UQ Business School student experience. You'll generate creative and fun content that aligns to our content strategy and appeals to our social media audiences. We'll give you plenty of creative freedom and provide you with any necessary equipment or resources that you might require.

Key Roles and Responsibilities:

You will be responsible for generating fun, engaging and relevant content (*videos & photos*) on behalf of UQ Business School that is informative, educational, fun, and appeals to a wide range of audiences.

Successful applicants will have the opportunity to work alongside the Digital Marketing and Communications Officer within UQ Business School to create an ongoing social media strategy.

All work will need to be submitted to the UQ Business School Marketing Team for final approval before being publically posted.

Students will need to be able to commit to at least one-to-two hours per week.

Requirements:

- Be a current undergraduate or postgraduate student majoring in either Marketing or Advertising at The University of Queensland
- Excellent communication skills, be outgoing and willing to jump in front of the camera to be the face of UQ Business School
- Have a positive, can-do attitude
- Sound knowledge of the Instagram platform and how to create and optimise content for maximum reach and engagement
- *Video & photo editing experience is a bonus!*

Please use this link to apply: <https://uqbusiness.typeform.com/to/WVM1Md>

Applications close COB Friday 7 September 2018

For further information please email: j.bouwman@business.uq.edu.au