Learn & Earn Jobs – Worksheet for Supervisors

Learn & Earn jobs are designed to combine the best parts of an internship experience with the best parts of student employment. Supervisors should be especially thoughtful about how meaningful the work is and the development opportunities they provide the student. Supervisors can use this worksheet to help develop the information needed in the job listing. Learn more about this program here: [http://hr.ou.edu/Learn-Earn-Jobs](http://hr.ou.edu/Learn-Earn-Jobs).

Student Position Title: Student Employee - Social Media Marketing

Department: Human Resources

1. **What opportunities will be made for this student to apply knowledge and skills from classroom learning to hands-on, real world settings?** This position will provide real world opportunities to use persuasive writing and marketing skills. The student will be a member of a team that includes full-time professional staff and will be given the opportunity to present their ideas and work to HR and university staff.

2. **Does this job connect with an academic area, field of study, or career? If so, which ones?** The responsibilities of this position connect to the fields of marketing, graphic design, public relations, and social media marketing.

3. **Does this position take on paraprofessional responsibilities that might be considered part of a full-time staff position? If so, which responsibilities?** Yes, this student employee will have primary responsibility for planning and implementing a strategy for HR social media communications.

4. **In what specific ways will this student’s work meaningfully contribute to your department and the university?** Human Resources informs and assists employees and job candidates. Social media marketing is now an essential element of a comprehensive communications and marketing strategy.

5. **How will this position provide opportunities to practice skills that students need for jobs after graduation?** This student employee will be part of the HR marketing and communications team and will collaborate with HR staff on all three campuses. Their primary responsibility will be to write communications that inform or cause action. They will learn technical skills related to planning and managing social media marketing.

6. **Are you willing to support and provide paid on-the-job training and career development opportunities for the student? If so, what opportunities will be provided?** We will encourage the student to make an appointment for a résumé review with Career Services and attend at least one in-person workshop per semester provided by HR or Career Services. We will also provide training in social media writing.

7. **Who will be assigned to mentor and guide this student worker (Name & Title)?** Aaron Lindley, HR Communications & Accessibility Specialist
Job Listing

Position Title: **Student Employee - Social Media Marketing**
Department: Human Resources

This student employee will plan and implement a strategy for Human Resources social media marketing. This position will provide real world opportunities to write persuasively, use images to motivate people, and manage social media accounts and content distribution. The student will gain office experience as a member of a team that includes full-time professional staff and will be given the opportunity to present their ideas and work to HR and university staff.

This position provides experience that would be especially valuable for students interested in the fields of advertising, public relations, and digital marketing.

Human Resources informs and assists job candidates, employees, and retirees. Our communication strategy has grown to include using social media to reach these audiences. This student position is part of the HR Project Management and Communications team, and will include collaboration with HR staff on all three campuses.

This student employee will receive on-the-job training and opportunities for professional development.

This position is part of the Learn & Earn Jobs program which offers students the opportunities to practice real world professional skills that will help them prepare for employment after graduation.

- Must be able to work a minimum of two-hour blocks of time
- Must be able to work Monday-Friday
- Should be able to work 20 hours per week

**Required Education:**
- Must be currently enrolled in Fall 2016 as a student at the University of Oklahoma. Hiring is contingent upon verification of current student status.
- **Must attach Fall 2016 oZone class schedule.**

**Skills:**
- Ability to analyze an audience and develop appropriate creative material.
- Exceptional written and oral communication skills.
- Ability to manage multiple projects at one time.
- Ability to think creatively.
- Ability to independently manage time.
- Intermediate knowledge of social media services
- Experience writing for social media to cause action for an organization or business

**Advertised Physical Requirements:**
- Able to lift light objects.
- Able to reach, including extending the arm or hand.
- Able to engage in repetitive motions.
- Able to feel, including perceiving size, shape, temperature and texture.
- Able to express oneself and exchange information with others.

**Department Preferences:**
- Ongoing college study or extracurricular activity in an area of advertising, marketing, public relations, journalism, visual communication or related area is preferred.

Required Attachments: Resume, Cover Letter, Class Schedule