

## **UD Sustainability Leader Position Title:** HSI Communications and Digital Media Coordinator

Please email application materials to [hsi@udayton.edu](mailto:hsi@udayton.edu) with the Subject Line: HSI Communications Student Leader Application Materials.

Please contact HSI Interim Coordinator for Undergraduate Sustainability Curriculum and Experiential Education, Katie Schoenenberger ([kschoenenberger1@udayton.edu](mailto:kschoenenberger1@udayton.edu)) with any questions regarding the position or the UDSRL Program (Linked from <http://go.udayton.edu/hsi>).

### **Position Summary**

The Hanley Sustainability Institute seeks a student leader eager for an opportunity to gain vocational experience and learning in the areas of communications, digital media and sustainability. The student leader will collaborate with the full HSI team on our overall communications strategy and campaigns, manage the Institute's social media presence, support documentation and archiving of HSI activities and accomplishments, assist with establishing and maintaining strong relationships with community partners and work as an integral member of the entire HSI team in brainstorming, planning, and accomplishing the goals of the Institute.

This position is part of the HSI's UD Sustainability Representatives and Leaders program which seeks to provide experiential learning opportunities in sustainability for undergraduate students from across the University at all levels. Sustainability Leader positions provide students with the opportunity to not only gain vocational experience and leadership in their area of interest, but also the ability to combine that expertise with a passion for a more sustainable UD and beyond.

### **About HSI**

The Hanley Sustainability Institute (HSI) includes a cross-disciplinary network of innovative people and projects, stimulating and supporting dynamic collaboration between the College of Arts and Sciences, School of Engineering, School of Education and Health Sciences, School of Business Administration, the University of Dayton Research Institute, and within the community. Evolving areas of focus and expertise include energy and sustainable solutions, water resources initiatives and local food insecurity projects.

Drawing upon UD's community-oriented, collaborative spirit, HSI is building new on-campus academic programs for sustainability education, is partnering with forward-thinking organizations to impact communities locally, nationally and internationally and supports faculty research and expertise, with an emphasis on "campus as a laboratory" approach.

### **Qualifications and Responsibilities**

The ideal student leader candidate is knowledgeable and passionate about sustainability and sustainability-related efforts on campus and in the community. She or he is outgoing and engaging both online and in person. The student leader is a demonstrated self-starter with an ability to work independently in a detail-oriented manner. As part of a new and growing institute the student leader is a creative, strategic-thinker who is flexible and can adapt as needed to work on evolving HSI projects and programming.

### **Primary Areas of Responsibility**

- Manages HSI's social media platforms, including regularly posting text and visual information, monitoring constituent reaction and comments, and developing appropriate responses for engagement.
- Develops and implements strategies for maximizing HSI visibility on social media, expanding the institute's followers base and enhancing engagement with the members of the online community.
- Tracks social media analytics, and reports results internally to continually develop the communications strategy with the entire HSI team.

- Serves as photographer (both still and video) in support of documenting HSI projects and programming, including managing archive of HSI photos/videos.
- Overall, coordinates communications and coverage of special projects and special events; collaborates with event/project partners, media relations and university social media point of contact.
- Works with fellow HSI team members to establish and maintain strong relations with community partners online and in person to further program and project goals and objectives.
- Assist in aggregating the overall visibility campaign and accomplishments for annual reporting.
- Performs relevant general administrative tasks as needed including but not limited to, coordination/scheduling of meetings, phone/conference calls, report/document creation, filing and database maintenance.

#### **Minimum Qualifications/Skills**

- Desire and enthusiasm to learn and gain vocational experience as part of HSI team.
- 1-2 years of relevant undergraduate coursework in English, Journalism, Communications, Marketing, or equivalent experience.
- Strong communications and organizational skills with attention to detail.
- Enthusiasm for, knowledge of, and experience with current and emerging social media platforms and tools.
- Passion and knowledge of sustainability-related issues and activities on the UD campus and beyond.
- Ability to creatively translate and document the work of HSI through words, images, video, sounds and experiences.
- Comfortable learning from and teaching your HSI team members.
- Ability to create and edit social media content communicating to a diverse audience.

#### **Preferred Qualifications**

- Experience developing and implementing social media campaigns.
- Experience managing and archiving a record of activities and accomplishments for an organization/office/club.
- Experience and demonstrated photography, video and photo editing abilities.
- Familiarity and experience with Adobe Creative Cloud applications, including Photoshop, Illustrator and InDesign.

#### **POSITION INFORMATION**

**Work Hours:** Hours will vary according to weekly initiatives and events for the Institute. Working hours during the day are flexible but will require attention to regular social media postings during business hours and during HSI events. An approximate amount of weekly hours will be agreed upon by the successful candidate, the acting head of HSI and the HSI Coord. for Exp. Ed.

**Length of Position:** Fall 2016 semester with opportunity for renewal by semester.

**Proposed Posting Date:** September 1, 2016

**Proposed Closing Date:** Open until filled

**Initial Application Review Date:** September 15th

**Proposed Start Date:** September 26, 2016

#### **Applicant Documents:**

- Cover Letter
- Resume
- Letters of Recommendation (2)

#### **Supplemental Documents:**

- Portfolio of previous managed social media accounts and/or photo, video, graphic design work.