

The Observer 2021-2022

Austin College Student News Site

Social Media Coordinator

(1 position available)

The Social Media Coordinator will:

- Attend Staff Meetings;
- Maintain a robust presence for The Observer on social media: Instagram, Facebook (alumni hook), AC Mobile App
- Follow Austin College Social media guidelines (IMAC);
- Follow AP Stylebook and Austin College Stylebook;
- Work with the Design/Photography Editor to develop and complete a bi-weekly post calendar throughout the semester;
- Work with the Business Manager coordinator to promote The Observer the AC Mobile App, Opportunities Fair, fliers, and special events;
- Use social posts to highlight The Observer content for each published issue;
- Produce content separate from The Observer—in between (various content);
- Other duties as assigned;
- Must be at least a second year or older student classification

Updated 4/22/2021/LER