The Observer
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
- 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;
- Coordinate with staff to promote The Observer with Opportunities Fair, fliers, and special events;
- Use social posts to highlights 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 4/11/23/LER