**Social Media & Student Experience Fellow**

Social Media Objectives:

Works with the Hop’s Marketing Department to increase student engagement via social media, utilizing Hootsuite and other professional platforms.

Responsibilities:

* Attend events and create original content for the Instagram feed and Facebook, while keeping the Hop’s branding in mind
* On a regular basis engage with other campus social media
* Investigate current media tactics and keep track of popular posts
* Communicate new ideas and happenings to supervisors

Student Experience Objectives:

Assist the Assistant Director of Strategic Initiatives with the management of a student arts program in efforts to get more students involved at the Hop.

Responsibilities:

* Program and manage student arts events
* Manage the arts program email
* Be a good sounding board and help implement ideas to get students engaged with the Hop
* Contribute to the improvement of the student experience at the Hop
* Be an ambassador for the arts on campus

Requirements:

* Tech savvy; comfortable using various social media platforms
* Candidate should have exceptional verbal, face-to-face and written communication skills, and research skills
* Has a strong network on campus
* Comfortable contributing ideas and participating in group brainstorming sessions
* Demonstrate leadership skills and work both independently and with a team
* Flexible schedule to include evenings and weekends
* Passion for the performing arts with an interest in the arts and humanities at large
* Ability to commit to 10-12 hours per week during the Fall, Winter, and Spring Terms
* Must be a sophomore, junior, or senior Dartmouth student