Position: BSA Student Social Media Liaison – Facebook/Instagram

Time: 5% Appointment (8-10 hours per month)
Pay: $1,500.00 Stipend
Duration: Two years (Oct-September)

Description:
In this role, you will be engaging BSA members on Facebook and Instagram to create a digital community for botanists, plant researchers, and plant lovers. You will be working closely with the BSA staff, a second social media liaison, and the BSA Student Reps. You will be creating and following a Social Media Strategic Plan in order to regularly post content, specifically on Facebook and Instagram, using the “voice” of BSA.

Job duties and responsibilities:
● Create original posts (not sharing or retweeting posts) on social media accounts a minimum of three times per week.
● Work with BSA Student Reps and the BSA Early Career Advisory Board (ECAB) to help promote student and Early Career Researchers (ECR) events and resources.
● Utilize social media analytics data to further goals, and assist in the creation of a Social Media Strategic Plan to maintain continuity and image.
● Produce reports for BSA board meetings to show progress of Facebook/Instagram role.
● Work closely with the other Social Media Liaison to coordinate posts across platforms.
● Use Slack to communicate and stay informed with BSA staff, student reps and ECAB members.

Requirements and qualifications:
● Ability to communicate clearly and have consistent access to the internet.
● Must be a current BSA Student member.
● Experience with Facebook and Instagram.

Success in the Role:
● Engage BSA members in a way that increases community between members.
● The number of followers on both platforms continues to increase.
● Continue to add to and edit the BSA Student Social Media Liaison Strategic Plan.
● Help onboard the next BSA Student Social Media Liaison.

Reports and Interacts with:
● As a liaison you will be interacting with the current BSA Student Reps, ECAB members, social media BSA staff, and membership BSA staff.
● You will directly report to the BSA Social Media staff and will meet with them via Zoom once a month.

Hiring process:
● Applicants will submit a cover letter and CV to aneely@botany.org.
● Applications will be reviewed and selected by the BSA Selection Committee. The Selection Committee consists of the BSA Student Reps, BSA Staff that are involved in social media, and the Education Chair.