

Position: BSA Student Social Media Liaison

Time: 5% Appointment (8-10 hours per month)

Pay: \$1,500.00 Stipend

Duration: One year (Sept-August)

Description:

In this role you will be engaging BSA members on social media to create a digital community for botanists, plant researchers, and plant lovers. You will be working closely with BSA staff and members, following the social media strategic plan, and creating monthly contests for members, particularly students, to compete in.

Job duties and responsibilities:

- Create original posts (not sharing or retweeting posts) on social media accounts a minimum of three times per week.
- Create bi-monthly to monthly competitions on Twitter/Facebook/Instagram for BSA members to engage with (e.g. #UnscienceAPlant).
- Work with BSA Student Reps and Chapter Presidents to help promote events and resources.
- Assist BSA Membership Manager with updates to the BSA Student Pages on the BSA website.
- Utilize social media analytics data and assist in the creation of a Social Media Strategic Plan to maintain continuity and image while working with the BSA Social Media staff.
- Adapt to new social media trends to promote the Society.

Requirements and qualifications:

- Ability to communicate clearly and have consistent access to the internet.
- Must be a BSA Student member.

Success in the Role:

- Engage BSA student members in a way that increases membership and community between student members.
- In the last month train the new BSA Student Social Media Liaison.

Reports and Interacts with:

- As a liaison you will be interacting with the current BSA Student Reps, social media BSA staff, and membership BSA staff.
- The first month will consist of training with the BSA Social Media staff to learn BSA branding and voice.
- You will directly report to the BSA Social Media staff on a weekly basis.

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.