



Off Campus Life

Graduate Assistant - Social Media Marketing

At the University of Florida approximately 40,000 UF students live off-campus. Off Campus Life is committed to educating and assisting UF students to achieve a positive off-campus living experience. Through OCL's resources, services, education, and support we foster leadership and civic engagement to develop great gator neighbors in Gainesville and throughout the Gator Nation. The Office of Off Campus Life (OCL) educates students on topics including but not limited to off campus housing search strategies, safety, city codes, community responsibilities, civic engagement, and fun things to do in Gainesville. Educational outreach is conducted through printed materials, website, social media marketing, public relations, events, and programming. OCL is a unique university office that frequently collaborates with non-university groups and businesses in addition to on-campus offices. External partners include City of Gainesville officials, Gainesville Police Department, City of Gainesville Code Enforcement, community members, and local apartment management. Collaborating campus offices include Housing, GatorWell, Brown Center for Leadership & Service, the International Center, and Student Activities & Involvement. The Off Campus Life Graduate Assistant is a paraprofessional staff member who aides the Director of Off Campus Life in providing events and services for UF students that live off-campus. Job duties include social media marketing and management, public relations, professional writing, outreach to campus and community partners, and fostering student holistic development.

Position responsibilities include:

- Assisting with strategic planning and monthly goal setting.
- Creating monthly e-newsletter (through Constant Contact) for off-campus students and apartment managers.
- Assisting with the creation, revision, and editing of office print and digital materials including, but not limited to: press releases, event descriptions, Gator Guide to Off Campus Life (OCL's annual magazine-style publication), GatorTimes submissions, website content, annual report, etc.
- Maintaining and updating Off Campus Life website content and images.
- Assisting with the creation and execution of a comprehensive social media marketing plan including creation of goals/mission, content, messaging, and utilizing social media to highlight OCL events and services. Assisting with response and management of daily social media posts and content.
- Brainstorming and implementing creative strategies to increase social media engagement including seasonal campaigns and contests.
- Assisting with Off Campus Life public relations and communications with various UF offices, City of Gainesville agencies, and local businesses.
- Assisting with the creation of short educational and informational videos. Previous experience with Final Cut Pro or other editing software is desired.
- Helping facilitate monthly events including: assisting with planning, social media marketing, event management, and assessment.
- Assisting with advertising sales in OCL's annual publication the Gator Guide to Off Campus Life.
- Responding to walk-in, phone call, and email questions from students, family members, citizens, and other university, and city offices.
- Providing one on one meetings with students and family members of students that are looking for off-campus housing or who have concerns while living in the community.
- Assisting with overall office tracking including office outreach, contacts, assessment, and social media analytics.

The position is 20 hours per week with occasional after-hour or weekend events. Salary includes in-state tuition waiver for 9 credit hours and \$13,000 stipend for an academic year (fall and spring semester).

For more information about Off Campus Life visit the OCL website www.offcampus.ufl.edu. Interested applicants please send your resume to Nora Kilroy, Off Campus Life Director, at norak@offcampus.ufl.edu.