

# COLLEGE AVENUE

## Social Media Editor

The Social Media Editor is a detail-oriented and experienced leader who oversees operations of College Avenue's social media platforms. The Social Media Editor has a strong understanding of social media platforms, trends, and best practices as well as excellent verbal and written communication skills. The Social Media Editor is responsible for developing a comprehensive social media strategy to increase College Avenue's visibility, creating engaging and relevant content for the website, Instagram, X, and TikTok, and collaborating with the rest of the editorial team to promote magazines.

## About Rocky Mountain Student Media

Rocky Mountain Student Media Corp's Mission:

- ❖ Providing CSU students with hands-on, real-world training to develop the skills needed for successful post-college careers.
- ❖ Delivering news, entertainment, and engaging content to the CSU and Fort Collins communities.

For a full EOE and DEI statement (and for other corporate info) visit:

<https://rmsmc.com/documents/>

## Diversity Statement

Rocky Mountain Student Media Corporation is committed to increasing the diversity of our staff and providing a culturally responsive work environment. We encourage applications from people of all backgrounds and abilities. While RMSMC is an independent corporation from the University, we embrace Colorado State's Principles of Community to guide us in our educational mission.

## The ideal candidate possesses the following qualities

- ❖ A passion for social media.
- ❖ Ability to think creatively and develop unique, engaging content.
- ❖ Strong communication skills.
- ❖ Keen attention to detail.
- ❖ Adaptability to new trends and platforms.
- ❖ Enthusiastic and proactive attitude.
- ❖ Professionalism in all interactions and content creation.

## Main Responsibilities

- ❖ Develop and implement a comprehensive social media and website content strategy to increase the magazine's visibility and engagement.
- ❖ Create engaging and relevant content for various social media platforms, including the website, Instagram, X, and TikTok.
- ❖ Collaborate with the editorial team to promote magazine articles, features, and events across both social media and the website.
- ❖ Monitor social media channels, respond to comments and messages promptly and maintain a positive presence online.
- ❖ Utilize analytics tools to track and analyze social media and website performance, identify trends, and optimize content for better engagement and reach.
- ❖ Stay up-to-date with the latest trends and best practices in social media marketing, website management, and journalism to keep content fresh and innovative.
- ❖ Work closely with photographers, designers, and other team members to create visually appealing and shareable content.
- ❖ Coordinate social media campaigns, contests, and website features to foster community engagement and increase follower participation.
- ❖ Engage with our audience by initiating conversations, asking questions, and soliciting feedback to build a loyal and interactive online community.
- ❖ Assist in the development and execution of marketing and promotional strategies to attract new readers and subscribers.

## Managerial Responsibilities

- ❖ Manages all College Avenue social media channels and website.
- ❖ Works closely with editors and staff to create quality content.
- ❖ Attends staff meetings and editor meetings to stay up to date on all magazine activities.
- ❖ Share other RMSMC posts and increase engagement throughout the company.

## Compensation

Compensation will be \$15 per hour. Employees are encouraged to apply for University work study. Employee Benefit information through Colorado State can be found on HR's Website: <https://hr.colostate.edu/current-employees/benefits/>. Colorado State University may conduct background checks on all final candidates.

## To Apply

Submit a **resume, cover letter, sample of your work and a statement outlining your vision and ideas for the magazine's social channels and website** to [editor@collegeavemag.com](mailto:editor@collegeavemag.com) in one PDF by Friday, April 18th, 2025. Be prepared to answer questions regarding the attributes listed above.

If the employee does not already have a Work Study Award, they will be expected to apply for Work Study for 2025-26. Work-Study Disclaimers: Colorado State University may conduct background checks on final candidates. Employee benefit information can be found on HR's Website at <https://hr.colostate.edu/current-employees/benefits/>.