

# Social Media Engagement & Design Peer, *Initiatives for Identity, Inclusion & Belonging*

## Position Overview

**Position Type:** Part-time, Hourly

**Eligibility:** Undergraduate Student, Graduate Student

**UMBCWorks Position ID:** 9318559

**Hiring Manager:** Erin Waddles, *Coordinator, Initiatives for Identity, Inclusion, & Belonging* | [waddles@umbc.edu](mailto:waddles@umbc.edu)

**Term:** 9-month **position:** October 15, 2020 - June 30, 2021 with the ability for renewal

**PLEASE NOTE:** In order to be considered for our position(s), all applicants must fill out the Google Form portion of our application at <https://tinyurl.com/designpeer2021>

**Required Materials:** Resume, Responses to Prompt, Professional/Academic References, Graphic Design Portfolio

The Social Media Engagement & Design Peer works for Initiatives for Identity, Inclusion, and Belonging (I3B) and is supervised by the Coordinators with Initiatives for Identity, Inclusion, and Belonging. The Peer is the primary contact for designing and promoting *almost* all marketing for departmental events that engage UMBC community members both virtually and in-person. This Peer is also responsible for taking pictures at events, managing our social media pages, and assisting with administrative tasks as needed. As a member of the I3B team, it is essential that the person filling this position be able to work collaboratively and autonomously, demonstrate strong leadership skills, and contribute to the work of the Initiatives for Identity, Inclusion, & Belonging professional staff. This position welcomes any students (both undergraduate and graduate) with **academic design backgrounds** who are interested in expanding their design experience and portfolio.

## General Responsibilities

- Design all I3B resource and marketing materials (e.g. web images, flyers, newsletters, calendars, brochures, giveaways, posters)
- Assist with managing I3B's various Google Calendars, shared Gmail accounts, *myUMBC* group pages, social media accounts (e.g. Instagram) including but not limited to uploading blogs, photos, event marketing images or creating submission posts.
- Market and promote department initiatives (particularly I3B and student-facing DoSA events and resources) to UMBC community members, especially undergraduate students through

in-person communication, flyering, and emails to their personal networks and their communities.

- Submit all events via UMBC Insights on a weekly basis, promote events on the events.umbc.edu webpage, and upload them to our I3B myUMBC and social media pages.
- Assist with I3B administrative duties (e.g. manage workshop requests, procedural tasks, organizing works areas, assist with the maintenance of our three spaces, take pictures of our events).
- Cultivate and maintain a welcoming inclusive environment for all departmental guests in our spaces through friendly and engaging customer service
- Support the staffing needs of all I3B-sponsored events (schedule permitting), our three student centered spaces (primarily the Pride Center), and assist with the marketing and promotion of events and creation of resources.
- Meet with primary supervisor biweekly and attend biweekly student staff meetings (typically held every other Friday, dependent on student availability).
- Follow all area regulations within I3B Code of Conduct. (This is provided during the staff onboarding process).
- Fulfill all other duties and responsibilities as assigned by the Associate Director and/or Coordinators with Identity, Inclusion, and Belonging

## Minimum Qualifications

- Have summer and winter availability;
- Must have intermediate to advanced design skills and be able to use Adobe Illustrator, InDesign, and Photoshop;
- Must have intermediate to advanced background knowledge on utilizing myUMBC, Gmail, Google Drive, Facebook, Instagram, YouTube, and Google Calendar;
- Must be a full-time, matriculating undergraduate or graduate student at UMBC;
- Must have and maintain a minimum cumulative GPA of 2.5 (semesterly checks will be conducted);
- Must be able to commit to a minimum of one full academic year for at least 10 hours per week. One of the Coordinators with Initiatives for Identity, Inclusion, and Belonging will serve as your primary supervisor.
- Must be committed to being a positive role model and demonstrate leadership skills;

- Must be able to enroll and fulfill all the requirements PRAC098 offered through the Career Center each semester for a minimum of 3 semesters;
- Demonstrated ability to work with people from various backgrounds regardless of their social identities;
- Demonstrated experience working with cultural, ethnic, faith-based, and/or service/social action student organizations;
- Demonstrated written and verbal communication skills;
- Demonstrate the ability to take initiative, work independently and proactively
- Demonstrated personal and professional commitment to promoting an inclusive and equitable on and off-campus environment for students; in particular with diverse student populations on the basis of ability, age, gender identity, nationality, race, sex, sexual orientation, religion, veteran status, political ideology, and other social identities.
- Flexibility to work evening and weekend hours on occasion
- Be flexible with schedules depending on relevant programs, events and/or student professional development opportunities; and
- Must attend all Student Staff training sessions. Dates are as follows:
  - I3B Peer Winter Staff Training (Dates Tentative)
  - Campus Life Student Staff Winter Training (Dates Tentative)

## Preferred Qualifications

- Demonstrated experience using a social media management system (i.e. Hootsuite, RecurPost, etc)
- Demonstrated basic knowledge in any of the following areas: the relationship between identity, power, privilege and oppression, intersectionality, social justice-related theories (e.g. Critical Race Theory, Feminist/Womanist Theory, Queer Theory, Social Identity Theory)
- Demonstrated leadership skills and experience through student organization leadership, civic engagement and/or activism
- Demonstrated ability to interact and communicate mindfully in person and online with diverse students, staff, faculty, alumni and other campus community members.
- Have verbal, spoken, and/or written multilingual skills

## Additional Terms and Conditions

- **Starting pay rate: Starting at \$12.00 per hour with annual \$0.50 increases on the anniversary of the employee's first day. Please note that changes in pay may occur in accordance to institutional policies, and/or state, and federal wage laws.**

- **Only applicants with a complete application with supporting documents (i.e. resume, personal statement, references, portfolio) will be considered for an interview. Please ensure all information is included within your materials.**
- **Please note that this position will not have a set number of hours per week but instead will be on a project basis (an average of 10 hours per week).**
- All Initiatives for Identity, Inclusion, and Belonging Peer positions are subject to change on an annual basis. Renewal is conditional on job performance and will require an annual re-interview process;
- Performance of each student will be evaluated a minimum of two times per semester and once in the summer and winter, and
- Student(s) who do not maintain a GPA above 2.5 for two consecutive semesters will not be considered for contract renewal

## **Employer Contact Information**

If you have questions regarding any of our positions, please contact us at [i3b@umbc.edu](mailto:i3b@umbc.edu).