

# UVA Asian and Asian Pacific American Alumni Network "AAPAAN"

## JOB DESCRIPTION

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| Job Title:           | AAPAAN Social Media Intern  |
| Full-time/Part-time: | Part-Time (5-10 hours/week)<br>June - August<br>Up to 100 hours total |
| Compensation:        | \$15.00 / hour  |
| Supervisor:          | AAPAAN Alumni Board   |
| Date Prepared:       | February 2022   |

## GENERAL SUMMARY:

Assist AAPAAN with social media planning and content creation. Work with AAPAAN Board members to define social media strategy, develop a social media roadmap, and create content to be used throughout the coming academic year.

## ABOUT AAPAAN:

The Asian and Asian Pacific American Alumni Network (AAPAAN) is the only pan-University organization dedicated to the Asian & Asian Pacific Islander community and serves the 11,000 APA alumni of the University. We aim to be an alumni network that builds and supports connections with the University of Virginia community. Our efforts benefit not only students on Grounds and alumni everywhere, but also the future of APAs at the University.

## SPECIFIC DUTIES AND RESPONSIBILITIES:

- **Define social media strategy.** Work with Board members to define the strategy by which AAPAAN should leverage its social media platforms to meet its broader organizational goals.
- **Develop social media roadmap.** Develop a roadmap of social media tactics to execute the social media strategy based on social media best practices. This includes a strategic evaluation of how to optimize AAPAAN's various social media platforms and the creation of a content calendar to be followed throughout the academic year.
- **Create social media content.** Based on the roadmap, create content for AAPAAN's social media platforms. Includes images, videos, and captions/copy.

- **Learn how to utilize analytics.** Use data to derive audience insights & strategies to inform creative social activations and online content.

**WORKING CONDITIONS:**

This position is 100% remote.

**EDUCATION:**

- Current undergraduate student at UVA.

**SKILLS AND EXPERIENCE:**

- Demonstrated experience of creating content for Instagram, Facebook, and LinkedIn.
- Internet knowledge and proficiency utilizing the Internet for research is required.

**ABILITIES:**

- Candidate must be detail-oriented, demonstrate a positive attitude, and manage multiple tasks.
- Candidate must be able to take initiative, be resourceful, and be able to work with minimal supervision.
- Strong oral and written communication skills.
- Analytical and organized.
- Self-motivated and resourceful.

**CONTACTS:**

- UVA Alumni Association staff.
- AAPAAN Board members.

For more information about AAPAAN, please visit our website at [www.aapaan.org](http://www.aapaan.org)

Interested candidates should send a resume with contact information and a cover letter to: [rosezu@alumni.virginia.edu](mailto:rosezu@alumni.virginia.edu)