

# SERPENTINE SOCIETY

# COMMUNICATIONS FELLOWSHIP 2020 - 2021

## ABOUT THE SERPENTINE SOCIETY:

The Serpentine Society at the University of Virginia is a non-profit alumni organization dedicated to connecting and advocating for all LGBTQ+ alumni, faculty, and students. We work closely with the Alumni Association, the LGBTQ Center, the Office of the Dean of Students, Student Financial Services, and other allies to pursue equality, enrich LGBTQ+ student life, empower students, invest in LGBTQ+ studies, and maintain a connected network of alumni.

In addition to funding scholarships, professorships, and student and community grants, we also host events, including our annual Fall Weekend: a two-day celebration of LGBTQ+ life at the University of Virginia. Past venues have included Montalto and Monticello, and past speakers have included UVA President Jim Ryan and Lambda Legal Chief Strategy Officer Sharon McGowan.

## FELLOWSHIP DESCRIPTION:

We seek a talented individual to join the Serpentine Society as a Communications Fellow for the 2020-2021 academic year. This Fellow will be responsible for managing various communications related to scholarships and grants, events, alumni relations, and University partnerships. The Fellow will also work closely with key Serpentine Society members and partners, including the Chair of the Serpentine Society's Board, committee chairs, and Alumni Association staff members. Much of this work can be performed remotely, but the Fellow will also have access to a desk in Alumni Hall.

- Pay: \$15 per hour
- Time Commitment: 5 - 10 hours per week (estimated)
- Term: 2020-2021 academic year (summer 2020 optional, but desired)
- FLSA Status: Nonexempt
- Supervisor: Director, Alumni Interest Groups (AIG), UVA Alumni Association

## RESPONSIBILITIES:

- Plan and execute a social media strategy for the Serpentine Society:
  - Prepare a strategic calendar of content with weekly and monthly engagement goals, in coordination with the Executive Committee
  - Manage content engagement across social media platforms
  - Respond to inquiries on the Society's website and social media channels
- Compile a quarterly alumni newsletter:
  - Work with the Board of Directors and Operations Fellow to develop content
  - Produce draft language for publication
  - Work with Alumni Association staff for publication

- Work with Alumni Association staff to expand and organize the alumni database
- Partner with the Board of Directors and Alumni Association to develop other key email communications

## QUALIFICATIONS:

- Recent or anticipated degree from the University of Virginia
- 6+ months of experience with social media, marketing, or other relevant work
- Experience with Google product suite (Drive, Calendar, Docs, Gmail)
- Familiarity with Facebook Pages Management (preferred, not mandatory)
- Deep commitment to LGBTQ+ advocacy

## ENVIRONMENT/WORKING CONDITIONS:

Fellows must be able to work in a fast-paced office environment, or effectively remotely. A small amount of physical activity is required. This includes assisting with the set-up for events and moving or carrying boxes of supplies to different areas of the building.

## APPLY:

Interested candidates should send a resume, a cover letter, and contact information for one (1) academic or professional reference to [TR@virginia.edu](mailto:TR@virginia.edu) no later than Monday, June 15, 2020.

**Applicants should incorporate answers to the following questions in their cover letter**

- What do you hope to gain personally from this experience?
- How would you like to use this opportunity to engage the UVA LGBTQ student population?

For more information about the Serpentine Society, please visit [www.serpentinesociety.org](http://www.serpentinesociety.org)