

Job Opportunity: Social media specialist (part time)

Location: Center for Puerto Rican Studies, Hunter College, CUNY
East Building, 68th St & Lexington Ave.

Schedule: Flexible, 19 hours per week

Start Date: Available immediately **Closing Date:** Open until filled

Compensation: Hourly rate is commensurate with work experiences, salary history and falls within established university guidelines

Assignments & Supervision: Works under the immediate supervision of the Centro Outreach and Partnerships Manager

Description and Duties: We are looking for a Social Media expert who can enhance our brand and build strong online communities through our various social media platforms. Candidate will be responsible for developing and administering social media content that is designed to engage users and create an interactive relationship between consumers and the company. The successful candidate will also be required to collect and review social media data to develop more effective campaigns.

Essential Duties

- Centro Voices (e-magazine):
 1. Occasionally generate content for a Puerto Rican affairs magazine on a monthly basis.
 2. Produce articles ranging from in-depth interviews to community activities
- Copywriting:
 1. Marketing and promotional material related to Centro events and products.
 2. Create appealing product descriptions that include keywords and generate tags.
 3. Tailor content generated from research, publications and products for website and social media platforms.
- Other:
 1. Some script writing for research pieces on video.
 2. Assist in drafting of official communications, speeches and annual reports.

Qualifications:

1. Self-motivated individual who works well in a fast-paced and deadline-driven academic environment.
2. One year experience working with news publications or a nonprofit, and/or bachelor's degree in journalism, literature, social sciences or related field.
3. Detail oriented.
4. Excellent written communication skills.
5. New media and marketing savvy.

Preferred Qualifications:

1. Interest and knowledge in Puerto Rican or Latino studies/affairs.
2. Bilingual (English/Spanish) reading and writing skills.

To apply: Forward cover letter, resume and contact information for 2 professional references via email to Jose deJesus, Associate Director for Operations, at jdejesus@hunter.cuny.edu The subject line of the email should read: **Social media specialist** . Telephone queries: 212-772-5706

About the Center for Puerto Rican Studies at Hunter College

The Center for Puerto Rican Studies is a research institute dedicated to the study and interpretation of the Puerto Rican experience in the United States, producing and disseminating relevant interdisciplinary research. Centro also collects preserves and provides access to library and archival resources documenting Puerto Rican history and heritage. We seek to link scholarship to social action and policy debates, and to contribute to the betterment of our community and enrichment of Puerto Rican studies. centopr.hunter.cuny.edu

Hunter College, located in the heart of Manhattan, is the largest college in the City University of New York (CUNY). Founded in 1870, it is also one of the oldest public colleges in the country.