



Calling the University of Tennessee home immerses our students in the Volunteer family. Our Vols @ Home team helps incoming and current students find their place on campus, and help make the on-campus living become an integral component to the UT experience. Team members work in one of four focus areas, including Content Marketing, Tours & Special Events, Graphic Design, and Photography. All focus areas function together as one team, and may gain experience in other areas if desired.

## Content Marketing

- **Inbound Marketing** –Content Marketing team members are responsible for building an editorial calendar highlighting residence hall programs, residents, and department initiatives. CMAs will act as liaisons to residence halls and department units, providing opportunities to tell our story. CMAs will work together to share stories on department website, social media, and other campus outlets
- **Social Media** – Content Marketing team members are responsible for the day-to-day moderation of all social media channels, including Twitter, Facebook, Instagram, Pinterest, and YouTube. CMAs will engage with relevant discussions about our campus and department. Occasionally, our team will experiment with emerging social media platforms to test viability for department use
- **Creative Marketing Services** – Acting as the student voice, team members will meet with the Marketing and Communications team to preview and offer advice on marketing campaigns and how to best reach students and parents
- **Video & Photography** - As a team member, you may be a part of videos and photo campaigns to help with the experience of calling UT Home Sweet Home
- **Office Hours** - Vols @ Home team members will hold regular office hours to complete team projects
- **Staff Meetings** - team members will be required to attend regularly scheduled staff meetings. A specific time, day, and location will be determined based on group's availability

## Position Requirements:

- Resided in on-campus housing at the University of Tennessee for at least 1 full academic semester
- Must be a current undergraduate student in good academic and conduct standing
- Maintain full time student status and a minimum 2.5 institutional cumulative grade point average during their period of employment
- Demonstrated excellent public communication and interpersonal skills
- Organization and time management skills
- Ability to effectively and positively represent the University of Tennessee and University Housing
- Commitment to promoting diversity

- Knowledge of resources and services at the University of Tennessee and University Housing
- Well-rounded beyond the classroom learning experiences at the University of Tennessee
- Exhibit leadership, initiative, dependability, discipline and self-confidence
- Must pass a background check
- Possess a current, valid driver's license

### **Benefits:**

- Priority on-campus housing for both fall and spring semesters
- Summer employment
- University Housing promotional materials and uniform
- Opportunities to develop leadership, communication, and organizational skills
- Excellent social and networking opportunities
- Transferrable professional skills

### **Additional notes:**

- Start Date: August 7, 2017
- End Date: May, 2017
- Vols @ Home team members may participate in additional/outside employment with supervisor approval
- Vols @ Home team members must remain in good conduct standing for duration of employment
- Remuneration:
  - Hourly pay rate: \$7.75 per hour
  - Priority on-campus housing
  - Provided meals at events
  - University Housing promotional materials
  - Guaranteed summer employment