



## **Student Research Assistant Digital Marketing Specialist**

The Social Energy Atlas is looking for an individual who wants to be the voice of our project. We are a University of Georgia research project funded by the U.S. Department of Energy. Our objective is to better understand why people across the State of Georgia and the U.S.A. adopt solar for their homes (or not). We are looking for a new member of our team to help us in better cultivating our online presence. As we are publicly launching two new products and hosting multiple public events this year, we are in need of a team member who will actively curate digital content and administer our social media marketing.

The ideal Digital Marketing Assistant Research Assistant is a highly motivated and creative individual with experience and/or a passion for disseminating energy and sustainability research while engaging in productive public conversations in that space. This passion will come through their work as they engage with the public online on a daily basis on behalf of our project. Leadership qualities and teamwork participation are central to the success of our team members.

The primary component of this position is communicating our project's brand and research outputs in a positive and authentic way that will attract other researchers, policymakers, and energy-interested members of the public to engage in our conversations. Moreover, the Digital Marketing Assistant Research Assistant plays the critical role of managing our content assets and deciding the scheduling of all digital and social media content.

Responsibilities for this position are included but not limited to:

- Working with the Social Energy Atlas Director in planning and goal-setting activities for online strategy development
- Working with the Social Energy Atlas Director to identify and improve team communication to improve content through team recognition and online engagement
- Creating and managing a regular publishing schedule
- Managing and scheduling digital content
- Managing social media marketing and day-to-day activities such as
  - Developing relevant content
  - Creating, curating, and managing all published content (videos, images, written text)
  - Monitoring, listening, and responding to users in a social way
- Designing, creating, and managing social media campaigns
- Managing efforts in building an online reputation
- Developing brand awareness and an online reputation for the project
- Analyzing key metrics and tweaking the digital strategy as approved by the Social Energy Atlas Director
- Compiling reports for the Director that show results of online engagement

Qualifications for this position are the following:

- Knowledge and experience in social media and digital content creation
- A passion for energy and sustainability issues
- Creativity in established social media channels and their own personal online presence
- Experience in or a desire to learn content development strategies
- The ability to balance creativity with analytical activities and critical thinking
- Excellent writing and communication skills
- A working knowledge of university research and communication of scientific concepts to diverse audiences
- An excellent ability to effectively communicate information and ideas in written and video formats
- Excellent abilities in building relationships online and offline
- Experience in the practice of exceptional public relations techniques like empathy, patience, advocacy, and conflict resolution

- The ability to pick up new tools and skills quickly
- Functional knowledge and experience with the following:
  - Content management systems (e.g. Drupal or Wordpress)
  - Instagram
  - YouTube
  - Facebook
  - Twitter
  - Hootsuite