

Sustainable LA Grand Challenge Social Media Content Assistant

The Sustainable LA Grand Challenge (SLA GC) (<https://grandchallenges.ucla.edu/sustainable-la/>) is looking for a Social Media Content Assistant to help grow our social media presence across key platforms, including Twitter, Facebook, Instagram, and LinkedIn. The ideal candidate understands social analytics, the importance of building an engaged digital community, has creative ideas, and is able to stay on top of current environment and sustainability news and events. We are looking for someone passionate about driving social and environmental change through the power of digital communication.

Starting pay rate is \$13.50/hour. The ideal candidate must be available to dedicate a minimum of 12-15 hours per week. Work study is not required. Initial appointment is through December 2018, but renewal is possible with satisfactory performance. The Social Media Content Assistant will report to the Sustainable LA Grand Challenge program administrator, in coordination with the SLA GC communications and PR manager.

Responsibilities include

- Implement the Sustainable LA Grand Challenge social media strategy.
- Curate daily social media posts and coordinate relevant SLA GC and Grand Challenge campaigns.
- Track social media engagement and use social analytics to come up with strategies specific for growing each platform.
- Grow engagement and following across all relevant platforms amongst the environment and sustainability community in Los Angeles and beyond.
- Assist with the development of a monthly e-newsletter.
- Other tasks and administrative duties for SLA GC as needed.

Requirements

- Highly motivated and self-sufficient work ethic
- Excellent written and verbal communication skills.
- Knowledge of and experience using social media platforms.
- Enthusiasm for sustainability and environmental issues.
- Experience using the Adobe Creative Suite a plus.

About the Sustainable LA Grand Challenge

UCLA Grand Challenges (<https://grandchallenges.ucla.edu/>) connects faculty, students and supporters from all disciplines to work together, adopting a holistic approach to solve critical issues. The Sustainable LA Grand Challenge (<https://grandchallenges.ucla.edu/sustainable-la/>) was developed in response to the challenges posed by regional-specific effects of climate change, combined with an increasing urban population in Los Angeles County. The Sustainable LA Grand Challenge aims to capitalize on the university's research strengths to develop a blueprint for transitioning Los Angeles County to 100% renewable energy, 100% local water, and enhanced ecosystem health by 2050.

HOW TO APPLY

Must be a currently enrolled UCLA student to apply. Please email your resume, cover letter, and two social media writing samples (such as Tweets, Instagram or Facebook posts) to Christina Hernandez, Sustainable LA Grand Challenge Program Administrator, at SustainableLA@ucla.edu with the subject line "Sustainable LA Grand Challenge Social Media Content Assistant." Applications will be reviewed on a rolling basis until the position is filled. Desired start date is July 1, 2018, for summer or September 17, 2018, for fall.