

DIRECTOR OF SOCIAL MEDIA APPLICATION

*UP Magazine is Miami University’s student-run fashion and lifestyle magazine inspiring style and authenticity. UP Magazine is seeking talented, creative, committed, and driven student writers who are excited to be part of a collaborative and contemporary team.*

The Director of Social Media of UP Magazine oversees the Social Media Team consisting of Digital Photographers, Digital Stylists, Digital Designer, and Digital Analyst. The Director of Social Media is responsible for planning and overseeing production of all UP Magazine digital content as well as creating and executing a posting schedule. The Director of Social Media must maintain regular communication with the Social Media Team, hold in person meetings, and assist members in executing their assignments. Along with this, the Director of Social Media is responsible for communicating with other teams such as Blog and Videography in order to generate more content for our social media platforms. This position requires leadership, commitment, creativity, drive, and communication.

Name:

Email:

Year:

Phone:

Major(s):

Minor(s):

Current and/or previous experience with UP? Related experience:

Current on-campus involvement:

If studying abroad in the upcoming school year, please specify which semester:

Social media platforms require daily interactions, will you be able to commit to posting to at least one of our platforms (IG, Facebook, Twitter, Pinterest) everyday/every other day?

What makes you the ideal candidate for this position?

If applicable, how has your experience working for UP made you more qualified for the given position?

Do you have experience using photo editing tools (Lightroom, Photoshop, VSCO, etc.)? How do you plan on keeping a consistent feed/aesthetic for our Instagram using these tools?

Do you have experience managing a team? Explain.

What would you do if one of your team members did not show up to a meeting or shoot he/she was supposed to be at?

What is your main source of fashion inspiration and where do you look to become inspired? Describe your personal style:

What keeps you motivated?

**As the Director of Social Media, you will be responsible for creating 10-13 photoshoot concepts per month in order to generate enough content for our Instagram. Below, please create three photoshoot concepts with mood boards included that you would present to your team. Keep in mind to not repeat any of the concepts that were created this year.**