



STUDENT UNION & ACTIVITIES

TEXAS TECH
Administration & Finance
Auxiliary Services

Marketing/Social Media Responsibilities

Job Overview:

As a Marketing Student for Texas Tech University Student Union & Activities, you will play a key role in creating engaging and innovative content to promote the Student Union Building and major department events through our social media channels. You will be responsible for creating and publishing content weekly, while also researching and applying emerging social media trends.

Responsibilities

- **Social Media Management:**
 - Create and schedule engaging content (posts, stories, and reels) for SUA's Facebook, Twitter, and Instagram accounts via Hootsuite.
 - Schedule Free Sponsored stories/posts to publish one week before and on the day of the event, if requested in advance.
 - Plan and schedule social media content two weeks in advance, updating the three-column file every Friday.
 - Produce at least one reel and one post each week.
- **Engagement & Coverage:**
 - Engage with campus partner and student organization posts by liking, commenting, and sharing while scrolling through the social media feed for approximately 30 minutes, twice a week.
 - Share or post about events happening in the SUB on stories daily.
- **Content Creation:**
 - Create engaging social media content that not only promotes the Student Union Building but also creatively incorporates its people.
 - Craft content to promote TTU holidays and national holidays via posts and stories.
 - Support major department events (e.g., Arbor Day, Night at the SUB, Homecoming, Tech-or-Treat) by contributing to social media marketing campaigns through brainstorming, content creation, and execution.
- **Trend Research:**
 - Stay updated on current social media trends and recommend ways to incorporate them into the organization's strategy.
- **Analytics & Reporting:**
 - Track and analyze social media performance metrics (e.g., reach, engagement, and follower growth) using Hootsuite and platform insights every semester.
- **Additional Office Duties:**
 - Assist with any other office tasks as requested.

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