

Digital Presence Coordinator Role Description

Company Description

The Measure Of A Life is a group of SHSU alumni who want to help prepare the next generation of business leaders by providing much needed ongoing support and real world business experience where and when it is needed. For more information on our mission, please visit: <https://themeasureofalife.com/f/if-you-are-leading-but-no-one-is-following>

Utilizing a very flat, organic organizational structure with an entrepreneurial mindset, we can accomplish things that take bureaucratic organizations months, semesters, or years to accomplish... in hours, days, or weeks. We feel blessed to have the opportunity to serve the immediate needs of students while mentoring and teaching skills that will have life-long impact.

One of the first issues we are addressing is food insecurity on campus, which we believe to be over 3X higher than it is in the general public. To do this, and work on other issues as they arise and resources become available, we are building an organization of volunteers and mentors. This organization is just like any other business, and we are going to run it like a business.

At The Measure Of A Life, the jobs you find in other companies being done by employees will be done by student volunteers / interns under the guidance and direction of business mentors who have years of experience. This will allow students to put the theories they learned in class into practice, and will allow those who haven't had specific classes yet the opportunity to learn by doing before they study the theories.

Role Description

This is a hybrid internship / volunteer role as a Digital Presence Coordinator located in Huntsville, TX.

This person will research, plan, build and manage (with the help of an experienced mentor) everything needed to provide a professional digital presence on the internet. Duties will include managing the website, analyzing traffic (including the

implementation and use of Google Analytics), building social media accounts, creating digital content, and posting relevant promotional material to appropriate accounts.

Duties will be carried out under the guidance and direction of a local Campus Coordinator who is a seasoned business professional and has been through this process multiple times. It is expected that the initial steps in the process will take 2-3 weeks, and will require a commitment of around 15 hours per week. Once those initial steps are completed, it is expected that the ongoing work load will require a commitment of 8 to 10 hours per week. The vast majority of this work can be done remotely and at a time that is convenient, but will require at least one hour-long face to face meeting with the Campus Coordinator per week to assess progress and plan the next week's work.

The Measure Of A Life will provide access to the Microsoft Office Suite with a company email address, and will rely heavily on Teams, OneDrive, SharePoint, Word, Excel and Outlook (email and calendar) for communication and coordination. These are very important tools in the business world, and we will help you become proficient in their use if you aren't familiar with them.

The experience gained in this position would be a perfect match for someone who plans to work in the digital marketing realm. This role will make use of the Office 365 suite and graphics software like Canva, Photoshop and the Adobe Suite.

Qualifications

- Strong organizational and time management skills
- Strong desire to learn
- Strong desire to make a difference
- Community Service mentality
- Ability to work independently and in a team
- Willingness to fail and learn from it
- Unwillingness to accept defeat
- Tenacity
- Determination
- Focus

Questions to expect at interview

- Do you currently have 15 hours of spare / idle time per week?
- If not, what do you plan to remove from your life to provide that time?
- How do you think you will use the skills and knowledge gained here in the future?