

Social Media Consultant – OsloMet Produkt Design

The Social Media Consultant(s) will administer the OsloMet Product Design social media accounts. Administrative responsibilities include but are not limited to:

- Deliberate planning and execution of a posting schedule
- Content management on different social media platforms
- Development of brand awareness and expansion of online reputation

The Social Media Consultant should be a motivated, creative individual with social media experience and a passion for connecting with current and future students. That passion comes through as he/she engages with students with the goal of producing interesting content and furthering the online reputation of OsloMet Product Design.

Community participation is integral to a Social Media Consultant's success, and the Social Media Consultant should be able to encourage other students to post on social media and to let us host their content on our social media. This is an essential component for communicating the Product Design brand in a positive, authentic way that will attract an audience and potential future students.

This position is part time and could be compensated on the same level as the students monitoring the workshops in the evenings. At this time that would be approximately 4000 kroner per month.

The Social Media Consultant should always be learning, as it's a crucial component to the account's success. Social and digital marketing practices shift constantly, so the student should also be researching related and similar social media accounts.

Responsibilities of the Social Media Consultant(s)

- Developing relevant content by collecting information and materials from students.
- Creating, curating, and managing published content (images, videos and written posts).
- Establishing and following a regular publishing schedule.
- Assisting students in social media practice and photography.
- Gathering encouragement for social media in the school and utilizing different social media platforms for cross-promotions.
- Resolving design decisions on social media platforms (profile pictures, logos, branding).
- Identifying and improving development aspects that could improve social media content (rewarding participation on social media)
- Promoting the school by means of various social media platforms.

Qualifications of the Social Media Consultant(s)

- Experience managing social media accounts.
- Creativity and immersion in social media.
- Understanding of social media platforms and how various platforms are useful in different scenarios.
- Great writing and language skills.
- Ability to communicate information in written and photo format.
- Social abilities and confidence to guide other students when necessary (in development, creation and editing of content).
- Knowledge of photography and graphic design.