**The Benjamin Family Social Media Fellowship**

Thanks to a generous gift by Meg & Adam Benjamin, The Benjamin Family Social Media Fellowship is awarded to excellent students who are actively pursuing careers in new media and/or marketing. Those selected for this honor will receive extensive training and opportunities to plan and implement actual social media campaigns. Extensive networking, culminating in a trip to visit leading social media companies, will be an essential and valuable component of the program. Those who successfully complete the program will be honored by the PCSB and receive a stipend.

The Benjamin Family Social Media Fellowship strives to meet the following goals:

* + Communicate PCSB experience and brand values through social media to its stakeholders, including current students, employees of PCSB, alumni, parents, & potential students.
	+ Develop more awareness of events, course requirements, programs, deadlines, and business news by increasing traffic to business.providence.edu.
	+ Enhance the sense of community of PCSB stakeholders through social media engagement.

In order to meet these goals, The Benjamin Family Social Media Fellowship will be in charge of managing the Providence College School of Business (PCSB) Twitter, Instagram, and LinkedIn accounts. The group will also create regular blogs and videos and will meet on a weekly basis to strategize social media content.

This fellowship is a 10-hour a week commitment for the Fall and Spring semester. Training for The Benjamin Family Social Media Fellowship will begin two weeks prior to the start of the semester.

PCSB is now accepting applications for The Benjamin Family Social Media Fellowship! The deadline for applications is **April 5th**. Click [here](http://providence.az1.qualtrics.com/SE/?SID=SV_9mCTRFJfkf2yF8x) to apply.

Benefits include but are not limited to:

* An opportunity to represent and voice what it’s like to be part of Providence College
* A one night paid trip to New York to visit the offices of Google, Twitter, and Facebook
* $500! (Modifications will be applied as necessary for students in the federal work study program)
* An internship
* A social media certificate presented at the PCSB Awards Ceremony
* Awesome learning experience and bragging rights ☺

The various roles of The Benjamin Family Social Media Fellowship include:

*Chief Content Officer*

The responsibilities of this role include:

* Forming and communicating responsibilities to team members
* Working closely with analysts to set and modify goals
* Communicating PCSB status, results, and learning to advisors, social media members, and Providence College marketing and communication department
* Scheduling and managing meetings
* Monitoring online competitors’ presence and perception
* Managing recruitment and training of social media fellows for the year

Desirable traits for the chief content officer include:

* Superior oral and written communications skills
* Demonstrated leadership
* Demonstrated teamwork and collaboration in a professional setting
* A management major or minor is ideal but not required

*Community Manager*

The responsibilities of this role include:

* Preparing hashtag strategies and individual @reply strategies
* Interacting with stakeholders in real time on various web platforms
* Participating in online conversations
* Monitoring online conversation for stories and trends that have reached a tipping point and are relevant to the brand’s audience.
* Ensuring that social media activities align with the brand story, voice and goals

Desirable traits for the community manager include:

* Understanding of the PCSB brand
* Ability to demonstrate social customer service techniques
* Strong ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues
* Good verbal and writing skills
* A marketing major is ideal but not required

*Analyst*

The responsibilities of this role include:

* Measuring goals
* Translating anecdotal or qualitative data into recommendations and plans for revising social media campaigns
* Reporting on effectiveness of campaigns in an effort to maximize results

Desirable traits for the analyst include:

* Good with math, statistics, and number crunching
* Ability to jump from the creative side of marketing to the analytical side
* Strong Excel skills
* Ability to create graphs to report numbers
* A math, accounting, or finance major is ideal but not required

*Editor*

The responsibilities of this role include:

* Editing and approving content submitted by contributors
* Scheduling posts through Hootsuite

Desirable traits for the editor include:

* Ability to quickly copy edit and check creative content for grammatical errors and typos
* Strong attention to detail
* Blogging/Internet writing experience
* An English major with creative writing minor is ideal but not required

*Brand Journalist*

The responsibilities of this role include:

* Editing images and videos
* Conducting keyword research

Desirable traits for the Brand Journalist include:

* Ability to conduct visual storytelling
* Understands what creative images and video would work for the PCSB brand
* Art major with a concentration in photography or digital imaging is ideal but not required