



## **Marketing Coordinator AY 25-26 Spring 2025**

### **Marketing Coordinator**

Working directly with the Health Communications Coordinator, you will have the opportunity to come up with creative ways to develop social media content for positive health behaviors. You will have the opportunity to develop marketing materials for HPW workshops and events, which includes social media marketing, designing email newsletters, and monitoring social media analytics. There will be opportunities for you to support general GatorHealth & Well-being (GHW) outreach campaigns by taking event photos and collaborating with GatorHealth & Well-being student staff to create wellness content for the SF State community.

### **What you will do:**

Develop and design engaging social media content that promotes healthy behaviors

Create and maintain a bi-weekly email newsletter

Actively promote events, workshops, and programs through social media and occasional in-person tabling events

Schedule and monitor content on the HPW social media accounts

Edit videos with provided video editing training

Track social media key performance indicators (KPIs) and contribute to end of semester reports

Collaborate with HPW Team and GHW on occasional social media projects.

### **What it takes to be successful in this role:**

You are committed to learning and growing personally and professionally

You are interested in creating social media content and can effectively research positive health behaviors

You enjoy thinking of creative ways to design

You have experience using Canva and blogging websites

You have made engaging IG Reels/ TikTok or have a passion to learn how to create IG Reels/ TikTok

You like to stay up-to-date with what's trending on social media

You like working independently without direct supervision on a day to day basis

You are organized, like meeting deadlines, and a good communicator

You have an interest in health and wellness