Position: BSA Student Social Media Liaison – Twitter/Facebook/Instagram/
Time: 5% Appointment (8-10 hours per month)
Pay: $1,500.00 Stipend
Duration: One year (Oct-September)

Description:
In this role, you will be engaging BSA members and the plant science community on Twitter, Facebook, and Instagram to create a digital community for botanists, plant researchers, and plant lovers. Your student perspective will be showcased by providing information and opportunities that are not currently being broadcast by BSA staff and, using the new BSA Strategic Plan as a guide, your role will help fulfill the action items of the strategic plan as they become finalized. Unlike past years, this role will include minimal internal BSA posts (journals, conference, or awards announcements, for example), but will instead focus mostly on highlighting new and unique content to broaden the impact of BSA in social media.

Job duties and responsibilities:
● Create original posts (not reposting) on all three social media accounts a minimum of three times per week (they can be similar for each platform, but should each have different text/hashtags/image dimensions to best suit the platforms). Examples include highlighting student events, resources, botanical news, or creating a new program, such as Morphology Monday.
● Repost interesting content as it becomes available throughout the week, focusing on BSA members, student resources, and botanical news.
● Manage the Spotlight Series, a monthly program that highlights Early Career Professionals.
   ○ Advertise for new applicants and manage application form.
   ○ Contact the applicants to assess if they fit the requirements and to acquire needed information.
   ○ Design a web version (via Word) and send to Membership and Communications Manager for BSA website, and create Twitter, Facebook, and Instagram posts.
   ○ Posts should be finalized and ready to be posted by the 15th of each month.
● Work with BSA Student Reps and the BSA Early Career Advisory Board (ECAB) to help promote student and Early Career Researchers (ECR) events and resources.
   ○ This includes a Twitter Takeover 1-2 times per year with ECAB.
   ○ This includes helping with the annual SciComm Celebration at the Botany Conference on all three platforms (attendance at conference is not mandatory).
● Produce reports for BSA board meetings to show progress of position which includes examples of posts/projects and, using data from the Membership and Communications Manager, assess progress of each platform.
● Use Slack to communicate and stay informed with BSA staff, student reps, and ECAB members.
● Use graphic design program (Canva) to create graphics for posts that fit needed platform dimensions.
● Use/update the Student Social Media Liaison Handbook to keep content consistent and in line with the “voice” of BSA.

Requirements and qualifications:
● Ability to communicate clearly, work independently, and have consistent access to the internet.
● Must be a current BSA Student member.
● Experience and comfort working with Twitter, Facebook, and Instagram.
● Some experience with graphic design work helpful.

Success in the Role:
● Engage BSA members in a way that increases community between members and gives students an increased voice and additional resources.
● Provide new and unique information to the BSA community that is not already being broadcast by BSA staff.
● The number of followers on all platforms continue to increase.
● Continue to add to, and edit, the BSA Student Social Media Liaison Handbook.

Reports and Interacts with:
● As a liaison you will be interacting with the current BSA Student Reps, ECAB members, and social media BSA staff.
● You will directly report to the BSA Membership and Communications Manager and will meet with them via Zoom once a month as well as being accessible on Slack and email.

Hiring process:
● Applicants will submit a cover letter and CV to aneely@botany.org. The cover letter should include your experience on all three platforms and any hashtags or links you would like to share to show your work. It should also include at least one creative idea that can be implemented on one or more platforms during your time as liaison (such as the Spotlight Series or Morphology Monday, both of which were begun by liaisons) as well as how you plan to contribute to the society’s goals of furthering diversity, equity, and inclusion.
● Applications will be reviewed and selected by the BSA Selection Committee. The Selection Committee consists of the BSA Staff that are involved in social media and the Education Chair.