



Social Media and Marketing Chair for the Howard University Club Squash Team

The Squash and Education Alliance (SEA) is the umbrella organization and governing body of a network of 19 U.S. nonprofits and five international affiliate organizations that provide squash, academics, mentoring, travel, college support, and career readiness programming to 2,000+ young people. SEA has secured funding to financially support the launch of a club squash team at Howard University and is seeking a Social Media and Marketing Chair to help promote the launch of the team at the start of the Spring semester, 2022.

The ideal candidate for this paid position will be a Howard student who is social media savvy, has excellent communication skills, and is able to independently manage and execute projects. The Chair's primary responsibility will be to create a strong social media presence for the club team and engage the Howard community, with the ultimate goal of recruiting undergraduate and graduate students to join the team.

Responsibilities will include but not be limited to:

Before club team is launched

- Manage the team's Instagram, Facebook, and other social media pages.
- Create engaging and digestible content about squash and the club team.
- Connect with similar accounts of other on-campus organizations and athletics teams to build an online following and recruit new team members.

Once club team is launched

- Recruit 15 or more students who regularly attend and participate in team practices and matches.
- Oversee student and faculty interest in the club team by monitoring responses to the google form.
- Design and distribute club marketing materials (e.g., digital flyers for club events, interest forms, event promotion and registration) to as many different on-campus student groups as possible.
- Organize a recruitment table at the semesterly club fair to promote the club team and attract new students.
- Build connections with other squash clubs and university teams in the DC area.
- Use the social media accounts to share practice and match schedules, team announcements, and other news.
- Monitor student participation to support the team's President in maintaining an accurate roster.
- Meet weekly with SEA representatives, the team's advisor and Executive Committee to provide updates on the club's progress and recruitment of students.
- Track club attendance and social media engagement and present findings in a semesterly or bi-monthly outcomes report.
- Summarize key points from team meeting agendas/minutes to share with club members.

Requirements and expectations: Candidates should have strong organizational, communication, and social media management skills. Squash experience is not required, but enthusiasm for sport and creating digital/multimedia content is a must. Time commitment will be approximately 5-10 hours per week, as needed, with the flexibility to set your own weekly schedule and availability.

Compensation: \$20.00 per hour. This is a contract-based work position with SEA, with the possibility of compensation extending for additional years beyond the initial semester period. Continued compensation after the first month is contingent upon the successful recruitment of at least 15 club members who regularly attend club practices within the first 4 weeks of practices being operational.

Interested? Candidates should send a resume and cover letter to howardsquash@squasheducation.org by January 21, 2022.

SEA is committed to a policy of non-discrimination and equal opportunity for all employees and qualified applicants without regard to sex, race, color, religion, age, national origin, disability, sexual orientation, or marital status.