



# The Town of University Park

## Job Description

---

### Administrative/Social Media Assistant

The Town of University Park seeks a part-time Administrative/Social Media Assistant to support the Town Administrator and Mayor. The Administrative/Social Media Assistant is responsible for performing a variety of administrative tasks; and managing and improving the Town's online presence with the community. This position requires a person who enjoys working with the public, is friendly and professional, detail oriented, able to prioritize and can multi-task.

#### **ESSENTIAL JOB FUNCTIONS:**

*Not all the listed duties may be required and other duties not listed may be assigned.*

- Performs administrative/office duties for the Town Administrator and Mayor.
- Provides technical and administrative support for the Town Administrator and Mayor.
- Drafts and distributes email, correspondence memos and other communications needed by the Town Administrator or Mayor.
- Organizes meetings and takes detailed notes, as needed.
- Researches and prepares materials for Town meetings.
- Prepares documents for the Town Administrator and Mayor.
- Develops and maintains a filing system.
- Covers the front office when needed.
- Greets and assists residents and visitors to Town Hall.
- Responds to requests for information or concerns from the public by telephone, email and in person; and directs them to the appropriate staff person.
- Develops engaging content for the town's various social media platforms, including Facebook, Twitter, and Instagram.
- Assists the Town Administrator with planning and executing social media campaigns to promote Town events, services, and initiatives.
- Tracks social media metrics to measure the effectiveness of campaigns and overall social media engagement.
- Prepares reports on campaigns based on analytics.
- Gathers feedback from the community and uses the information to improve municipal services and communication.
- Creates and updates PowerPoint presentations for the Town Administrator and Mayor.
- Assists with organizing special events and working on special projects.
- Provides general support to residents and the public.

## **TECHNICAL KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO PERFORM ESSENTIAL FUNCTIONS:**

- Working knowledge of office administration and standard office practices, procedures and equipment.
- Strong written and verbal communication skills.
- Knowledge of office management systems and procedures.
- Proficient with Microsoft Office software, including MS Office, MS Word, Excel and PowerPoint.
- Ability to establish and maintain effective and harmonious working relationships with Town officials, staff, residents and the public.
- Ability to maintain accurate and detailed records, maintain complex record keeping systems and operate standard office equipment.
- Ability to prioritize multiple tasks, organize, work independently and deal effectively with interruptions, often under considerable time pressure while maintaining attention to detail.
- Experience in social media content development.
- Knowledge of social media platforms including Facebook, Instagram, and other social media platforms
- Strong analytical skills
- Experience in developing flyers and brochures.

## **QUALITIES NEEDED**

- Adaptability
- Be a problem solver
- High degree of professionalism
- Able to work independently and multi-task
- Exceptional organizational skills
- Strong time management skills
- Eagerness to learn new innovative methods to communicate with the community and public.
- Ability to maintain confidentiality
- Ability to develop social media campaigns and messaging

## **EDUCATION AND EXPERIENCE**

- Associate's degree or equivalent work experience
- Three to five years' experience as an administrative assistant
- Experience in social media content development
- Eagerness to learn and implement innovative practices
- A degree or certification in communication, marketing, or social media
- Prior experience in marketing or social media development

## **PHYSICAL REQUIREMENTS**

- Must have ability to operate a computer and a keyboard at an efficient speed and to sit at a computer for long periods of time.

- Must be able to bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve file information. Must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions. Must be able to occasionally lift and/or move objects weighing up to 20 pounds.

This position works 20 hours a week and pays \$22.85 per hour. To apply for the position please send a resume and cover letter to Debi Sandlin, Town Administrator at [dsandlin@upmd.org](mailto:dsandlin@upmd.org) no later than December 16, 2024.

The Town of University Park is an Equal Opportunity Employer.