

**UNIVERSITY OF MARYLAND
SUMMER 2025/FALL 2025/SPRING 2026
FEDERAL WORK-STUDY SUPERVISOR'S STUDENT REQUEST**

(Supervisor's On-line Orientation and Supervisor Acknowledgement Checklist must also be completed) <http://www.umaryland.edu/workstudy>

TO PARTICIPATE IN THE FWS PROGRAM THERE MUST BE A SUPERVISOR AND AN ALTERNATE SUPERVISOR

Please attach a job description for this FWS position.

Could this work-site be considered as Community Service? Yes x No

UMB Department Office of the Provost Embrace Initiative
(Full Name of Department)

Off-Campus Agency _____
(Full Name of Agency- For Off-Campus Positions Only)

Address 520 Fayette St.

Telephone 410-706-3760 Fax No. _____

Work Study Supervisor's Full Name Lynette Johnson

Work Study Supervisor's Title Director of Operations

E-mail Address lynette.johnson@umaryland.edu

Alternate Supervisor's Full Name Special Murray

Alternate Supervisor's Title Operations Manager

E-mail Address samurray@umaryland.edu

Job Title Social Media Assistant

Job Function: ____ Technical X ____ Administrative ____ Research Lab ____ Research Clinical ____ Tutor ____ Program Admin.

Completion of this request form does not guarantee the department/agency will have a Federal Work-Study student employee. The person who signs this form must also sign the student's Job Certification Form and approve the biweekly payroll timesheets. If a student exceeds their maximum FWS award, the supervisor's department is responsible for paying 100 percent of the over award.

Return completed form to:

E-Mail: FWS@umaryland.edu

Phone: 410-706-7347

***Office of Student Employment; University Of Maryland, Baltimore; 601 W. Lombard St, Suite 221;
Baltimore, MD 21201***

The mission of The Embrace Initiative is to collaborate with community to create a world that is safe, just, and equitable. We accomplish our mission through partnerships between grassroots, non-profits, city agencies, and institutes of higher education by engaging in accessing resources, removing barriers, making connections, and transforming systems.

Job Title:

Student Social Media Manager (Entry-Level)

Department:

The Embrace Initiative

Location:

520 W Fayette St. | Hybrid or On-Campus

Position Type:

Part-Time | Student Worker

Job Summary:

The Student Social Media Manager is responsible for assisting in the development and execution of the department's social media presence across multiple platforms. This entry-level role is ideal for a student interested in digital marketing, communications, or media. The position involves creating content, scheduling posts, engaging with audiences, and analyzing performance metrics to help grow the department's online visibility.

Key Responsibilities:

- Create, curate, and schedule engaging content for platforms such as Instagram, X (Twitter), Facebook, LinkedIn, and TikTok
- Attend campus events to capture photos, videos, and stories for social media use
- Monitor and respond to comments, messages, and mentions in a timely and professional manner
- Collaborate with department staff to promote events, initiatives, and key messages
- Track social media performance using analytics tools and provide monthly reports
- Maintain a consistent brand voice and follow university branding and communication guidelines
- Stay updated on social media trends, tools, and best practices relevant to student audiences
- Assist with special projects related to digital marketing and student engagement

Qualifications:

- Currently enrolled as a student at University of Maryland, Baltimore, MD
- Strong understanding of major social media platforms and current trends
- Excellent written and visual communication skills
- Creative, self-motivated, and detail-oriented
- Ability to take initiative and work independently with minimal supervision
- Basic knowledge of photo/video editing tools (e.g., Canva, Adobe Creative Suite, CapCut) is a plus
- Experience managing personal or organizational social media accounts is helpful, but not required
- Familiarity with diverse, reentry, justice involved, and unhoused populations

Work Schedule:

- Flexible hours between [Office Hours – e.g., 9:00 AM – 5:00 PM], Monday through Friday
- Occasional evening or weekend hours for event coverage

Benefits of the Position:

- Gain real-world experience in social media marketing and content creation
- Build a professional portfolio of work
- Learn to use industry tools and analytics platforms
- Work in a supportive environment that fosters creativity and skill development
- Flexible scheduling around classes

If interested please contact, lynette.johnson@umaryland.edu