

DIGITAL ANALYST APPLICATION

*UP Magazine is Miami University’s student-run fashion and lifestyle magazine inspiring style and authenticity.* *UP Magazine is seeking talented, creative, committed, and driven students who are excited to be part of a collaborative and contemporary team.*

The Digital Analyst of UP Magazine is responsible for examining which posts are performing the best for three separate platforms: Instagram, Facebook, and Pinterest. From this information that he/she gathers, they will create a list of recommendations for improving engagement and followers across all platforms. He/she will create and present a monthly report for the social media team to review describing which photos perform best, what time those photos are posted, and an explanation for why those posts perform best for Instagram and Facebook. He/she will also conduct research on how to increase engagement and create hashtag groups. He/she will be responsible for posting on Pinterest boards that will be assigned by the Director of Social Media. He/she should also keep track of how many repins UP is receiving per month on Pinterest. The Digital Analyst will be responsible for attending 1-2 meetings per month that will be held by the Director of Social Media. The Digital Analyst will present his/her findings at these meetings.

**Name:**

**Email:**

**Year:**

**Phone:**

**Major(s):**

**Minor(s):**

**Current on-campus involvement:**

**How much time can you commit to this position a week?**

**Previous positions with UP if applicable:**

**Related Experience:**

**What makes you the ideal candidate for this position?**

**How would you track the performance of our different platforms?**