

# MICHIGAN STATE UNIVERSITY

POSITION: Social Media Fellowship

SITE: MSU's Kellogg Bird Sanctuary (near Battle Creek, 70 miles from East Lansing)

NUMBER OF POSITIONS One part-time fellowship at 10 hours/week average summer 2024

DURATION: (May 15 – August 14, 2024)

APPLICATION DEADLINE: Sunday, Feb 25, 2024

DESCRIPTION: The Kellogg Bird Sanctuary is seeking a graduate student fellow to assist staff in managing our social media platforms.

Tasks include:

- Three blog posts that fit in with the Sanctuary educational goals.
- Schedule weekly posts in Buffer for Facebook, Instagram, and Twitter.
- Take photos and videos for future social media use, including current happenings around the Sanctuary (blooming plants, events, employee projects, landscapes, volunteers, etc.)
- Use previously curated photos and videos to create social media posts for the year.
- Coordinate with Sanctuary staff, volunteers, and interns to schedule time to collect content.
- Look for opportunities to increase organization exposure and online presence.
- Meet with the Sanctuary team to discuss the upcoming week.

QUALIFICATIONS: Graduate students pursuing a master's or Ph.D. who have completed at least one year of graduate work at MSU are eligible to apply • Excellent written and verbal communication skills • Ability to work both independently and in a team • Strong organizational skills • Creative



## W.K. Kellogg Biological Station

### Community Relations

3700 E. Gull Lake Drive  
Hickory Corners, MI 49060

Carriage House Offices, 1<sup>st</sup>  
floor

Communications: 269-671-  
2015  
Development: 269-671-2444  
Outreach: 269-671-2360  
Volunteer: 269-671-2263  
Fax: 269-671-2409  
kbs.msu.edu

SALARY: The Sanctuary social media fellow will receive \$4,250 paid at the beginning of the term to cover the stipend. The fellowship funding will be directly deposited into your student account. Please note that the IRS and the Michigan Treasury consider graduate fellowships as taxable income, and your fellowship award will be reported on a 1098-T form. Taxes will not be withheld from the fellowship. For more information, please see <http://www.supportforstudents.msu.edu/articles/2015-important-tax-information-for-students>. TO

APPLY: Submit the following as a single pdf: 1. A statement of interest that includes a short description of your research, your experience or interest in social media communication and engagement 2. A CV that includes prior applicable experience. The application file should be named "LastName\_Sanctuary\_Social\_Media\_Fellowship.pdf" and emailed to the Community Outreach Coordinator at [klotzmis@msu.edu](mailto:klotzmis@msu.edu).

ABOUT KBS: As Michigan State University's largest off-campus educational complex, KBS has put its land-grant values into practice for nearly a century, providing the public with examples of science's crucial role in sustaining natural and managed communities. KBS students and faculty work to understand and solve real-world environmental problems for a better tomorrow. To learn more, visit [kbs.msu.edu](http://kbs.msu.edu).

INFORMATION REQUEST: Contact: Misty Klotz, KBS Community Outreach Coordinator, [klotzmis@msu.edu](mailto:klotzmis@msu.edu) or Lisa Duke, Sanctuary Grounds Manager, [lisaduke@msu.edu](mailto:lisaduke@msu.edu)