

La Casa de la Universidad de California en México, A.C.

Casa de la
Universidad de California
en México

Calle del Carmen #1
Col. Chimalistac, Del. Álvaro Obregón
01070 Ciudad de México
MEXICO
<http://casa.universityofcalifornia.edu>

CONTENT AND COMMUNICATIONS SPECIALIST

La Casa de la Universidad de California en Mexico, A.C., is seeking to identify and select a consultant that has experience in social media community branding services and other activities encompassed in our broader communication strategy.

Key Services

- Plan and post content and campaigns on all social media for Casa de California, collaborating with Alianza UCMX, including Facebook, Twitter, Instagram, LinkedIn and You Tube.
- General support for implementing communications strategies
- Support in maintaining web content
- Prepare area presentations and reports
- Execute social media strategies
- Updating the database
- Audiovisual support in events

If interested in the Content and Communication Specialist, please forward, before May 31st, your materials to casaucmexico@ucr.edu.

SUMMARY

ABOUT CASA DE LA UNIVERSIDAD DE CALIFORNIA EN MEXICO

Owned by the University of California (UC), La Casa de la Universidad de California en Mexico, A.C. (Civil Association), serves as the host of Alianza UCMX's Mexico City Office. Casa de California will be the location for the Social Media Community Consultant.

The University of California (UC) has a long history of strong partnerships and innovative, collaborative efforts with Mexico. The creation of Alianza UCMX in 2019 was achieved by integrating three preexisting UC system-wide programs: the UC Institute for Mexico and the United States (UC MEXUS), the UC-Mexico Initiative, and La Casa de la Universidad de California en México, A.C. (Casa de California). UC Riverside (UCR) serves as the host campus for Alianza UCMX. Alianza UCMX collaborates from Casa de California, located in Chimalistac, Mexico City.

Alianza UCMX is uniquely positioned to foster collaborations between the UC and its Mexican partners to solve problems and seize opportunities in the California-Mexico agenda. Alianza does so by supporting a bilateral approach to basic and applied research as well as two-way mobility of students and professors between California and Mexico. Alianza engages with its academic partners, the private and public sectors, to support the development of a bilateral workforce that serves both Mexico and California and responds to emerging industries' demands in a knowledge-based economy.

Casa de California is looking for an organized and detail-oriented Content and Communications Specialist who has communications and marketing experience. The consultant will provide general communications, social media and digital marketing support.

SECTION 1- SCOPE OF SERVICES

Social Media

- Support and develop content to maintain Facebook page, Twitter, Instagram and LinkedIn accounts.
- Help organize video content on the YouTube channel.
- Post photographs and images, write daily posts as indicated, and make note of follower's comments and questions in online conversations on all social media platforms.
- Post social media messages about students, alumni, research, impacts, important information, deadlines, events, and related events.
- Keep up to date with emerging social media platforms.
- Assist with planning and implementing social media advertising.

Social Media Reporting

- Provide weekly updates/reports on follower numbers.
- Generate monthly reporting of channel statistics.

Research and Planning

- Work with the Staff in Casa de California and Alianza UCMX to develop and execute communication plans and social media calendars for social media sites based upon upcoming events and programs timelines and deadlines.

Other

- Support and assistance with key Alianza MX events and initiatives as needed
- Support in maintaining web content
- Prepare area presentations and report
- Updating databases
- Audiovisual support in events
- Other duties as assigned

Qualifications:

- 1) Knowledge of and skillful use of Facebook, Twitter, Instagram, LinkedIn, and YouTube social media platforms. This includes taking and uploading pictures, using images, applying filters, writing posts, responding to comments, and effective use of hashtags for successful campaigns, contests, and promotions.
- 2) Must be able to communicate and interact professionally and effectively with students, faculty, administrators, and the general public in both English and Spanish.

- 3) Must have superior copywriting and copy-editing skills.
- 4) Must have basic photography and image development skills.
- 5) Must have superior ability to develop content that is relevant for Casa de California and Alianza UCMX, as well as the University of California more broadly.
- 6) Must have experience in communications and digital marketing
- 7) Fully bilingual (Spanish & English)

Preferred Skills, Knowledge, Abilities, and Competencies:

- Knowledge of social media best practices for business, and proven experience in advancing social networks for a relevant organization.
- Experience with basic video editing software, graphic design programs, and Photoshop desired, but not required.
- Excellent multitasking and organizational skills
- Strong attention to detail
- Superb written and verbal communication skills

SECTION 2- CONTRACT DETAILS

This will be a new, six-month, fixed price contract, with a possibility for a six-month month extension, based on performance. Casa de California stakeholders include: Casa de California and Alianza UCMX staff.

SECTION 3 - PROPOSAL SUBMISSION

3.1 SCHEDULE

- Advertisement issued:
- Proposals due to La Casa de la Universidad de California en Mexico, A.C.:
- Notifications to Finalists (Top 3):
- Presentation by shortlisted candidates:
- Selection:

3.2 INFORMATION REQUESTED

- Each candidate shall submit a proposal electronically to casaucmexico@ucr.edu and include the following information:
 1. Background experience stating how the candidates meet minimum qualifications, including cover letter and work samples
 2. Contact information of two references

Materials must be emailed to casaucmexico@ucr.edu