**STUDENT ASSISTANT JOB DESCRIPTION**

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<tr>
<th><strong>Department:</strong> Enrollment Services/Admissions</th>
<th><strong>Supervisor:</strong> Natalie Herring - AVP Enrollment Services/Admission Director</th>
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<tr>
<td><strong>Job Title:</strong> Student Assistant - Social Media (FWS/Non-FWS)</td>
<td><strong>Hours to be Worked:</strong> Minimum 3 hours per week</td>
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<td><strong>Pay Level:</strong> III</td>
<td><strong>Hourly Pay Rate:</strong> $16</td>
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**Job Summary (purpose of nature of work):**
This position is responsible for the procurement of photographic and video source material and creation of social media posts including but not limited to Facebook, Instagram, Tik-tok, YouTube, and Twitter. This position is also responsible for the timely and consistent completion of various promotional projects for Enrollment Management. Minimum expected hours worked per week: 1-3, with opportunities for more hours as assigned.

**Job Duties:**

- Assist with social media content production including photos and video, scheduling posts, responding to comments or direct messages, and engaging with our audience.
- Work closely with Admissions Staff to select and coordinate participants for social media promotions, videos or other promotional events.
- Event support including but not limited to photography, videography and producing promotional materials.
- Writing short articles or information pieces, social media post descriptions and other marketing copy.
- Assist Admissions Staff in developing print, web and social media campaigns for events.
- Assist in developing video content, including but not limited to script writing, coordinating actors, filming and/or creating video on animation software, writing, or editing captions.
- Stay up to date with social trends, pop culture, and current events.
- Other duties as assigned.
Required (or Preferred) Skills, Knowledge, and Abilities:

- Strong written and verbal communication required.
- Good interpersonal and cross-cultural communication skills
- Ability to work under deadlines
- Demonstrated ability to work well independently
- Ability to work in a team setting and maintain positive work relationships.
- Must be very well organized with a strong attention to detail
- Knowledge of social media platforms, emerging platforms and applications including but not limited to Instagram, Twitter, YouTube, Snapchat, TikTok, LinkedIn, and Facebook
- Experience in Microsoft Office (Word, Excel, Outlook, Publisher etc.)
- Experience blogging or vlogging preferred
- Experience with photo and video editing software

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