



Adrian College

Student Employer: Adrian College - 110 S. Madison St. Adrian MI 49221

Department: Office of Marketing & Public Relations

Supervisor: Claire Simpson - clairesimpson@adrian.edu

Job Title: **Student Worker:** Social Media Assistant

Location: Shipman Library Basement

Purpose of Position: To assist the Office of Marketing & Public Relations projects and tasks.

Beginning and End Date: 2024-2025 Academic Year

Job Description, Position Overview:

We are seeking an enthusiastic and creative Social Media Student Ambassador to help represent and promote our college across various social media platforms. In this role, you will be responsible for creating, curating, and sharing engaging content that highlights student life, campus events, academic achievements, and more. The ideal candidate is a passionate social media user who understands current trends, has a knack for storytelling, and can effectively communicate the college's brand and values to a broad audience.

Key Responsibilities:

- **Content Creation:**
 - Develop and share original content, including posts, stories, photos, and videos, that showcase university life, events, and initiatives.
 - Create compelling social media campaigns that engage current students, prospective students, alumni, and the broader community.
- **Engagement:**
 - Actively engage with followers by responding to comments, messages, and mentions in a timely and professional manner.
 - Foster a positive and inclusive online community by encouraging interaction and conversation around college-related content.
- **Collaboration:**
 - Work closely with the marketing team to align social media efforts with the college's overall communication strategy.
 - Collaborate with other student organizations and college departments to promote events and initiatives on social media.
- **Trend Monitoring:**
 - Stay up to date with the latest social media trends, tools, and best practices to keep the college's content fresh and relevant.
 - Monitor social media analytics to gauge the effectiveness of campaigns and content, and adjust strategies as needed.

Rate of Pay: This is a part time student employment position at \$10.33 for hours worked.

Hours: Flexible hours, with some evening and weekend work required, depending on event schedules

Required Job Skills (Qualifications):

- Active on social media platforms such as Instagram, X, TikTok, and Facebook.
- Strong writing, communication, and creative skills with the ability to produce engaging content. Knowledge of social media trends, tools, and analytics.
- Ability to work independently and manage multiple projects while meeting deadlines.
- Experience with CapCut and Canva programs.
- Serve as a positive and outgoing representative of the college, ensuring that all social media content aligns with the college's brand, voice, and values.
- Presents oneself in a professional manner and follows and business casual dress code.

Preferred Qualifications:

- Experience in social media management or digital marketing.
- Experience with photography or video production is a plus.
- Experience in Adobe Creative Suite such as InDesign, Illustrator, Photoshop, and others.

Remarks: Some evening and weekend work may be required

Applicants do not need to meet all required skills

Application Process:

Interested students should submit a resume, cover letter, and a portfolio of work. Applications should be sent to Director of Marketing and Public Relations, Claire Simpson, at clairesimpson@adrian.edu.