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**Job Title:** Social Media/Content Creation Student Employee

**Department:** Various Campus Departments

**Hourly Rate:** To be determined by supervisor
**Work Hours:** 15-20 hours per week (structure to be determined by supervisor)

**Position Summary:**

The Social Media/Content Creation Student Employee will play a vital role in enhancing the visual communication and digital presence of their assigned department. This position focuses on creating compelling visual and multimedia content to promote departmental initiatives, programs, services, and achievements. The assistant will gain hands-on experience in graphic design, digital marketing, and content creation for various platforms, contributing to the overall visibility and engagement within the university community.

**Purpose and Learning Outcomes:**

* Understand the role of visual content in branding, engagement, and digital storytelling within a university setting.
* Gain practical experience in producing graphics, short-form videos, photo edits, and promotional materials for diverse platforms.
* Develop proficiency in industry-standard design tools and apply design principles to real-world projects.
* Strengthen project management, time management, and communication skills by collaborating within a team and meeting deadlines.
* Build a professional portfolio showcasing design, video, and/or photography work, enhancing career readiness.
* Learn to adapt content strategies to various audiences and departmental goals.

**Key Responsibilities:**

* Design engaging visual content, including graphics, flyers, posters, and marketing collateral for print and digital platforms (e.g., social media, websites, video boards).
* Assist with content capture, which may include photography, videography, and behind-the-scenes footage during events or daily activities.
* Edit and produce short-form videos, highlight reels, and spotlights for web and social media use.
* Collaborate with departmental staff to ensure brand consistency and adherence to university visual guidelines.
* Support the management and archiving of digital assets and multimedia content.
* Promote departmental programs and events through content creation and scheduling on relevant social media platforms.
* Stay informed about current creative trends in digital media to enhance content quality and engagement.
* Provide general administrative or clerical support as needed
* Attend departmental meetings and campus events, as required.

**Qualifications:**

Preferred knowledge, skills, and personal qualifications:

* Majoring in Visual Arts, Communications Media, Marketing, or a related field.
* Experience with Adobe Creative Suite (e.g., Photoshop, Premiere Pro, Illustrator, InDesign, After Effects) or similar design and editing tools.
* Familiarity with social media trends and best practices for visual storytelling across platforms (e.g., Facebook, Instagram, TikTok, X, Snapchat).
* Previous experience in photography, videography, or content creation (class projects or portfolio work accepted).
* Strong understanding of design fundamentals (layout, typography, color theory).
* Ability to manage projects independently, prioritize tasks, and meet deadlines.
* Strong analytical and problem-solving skills with a willingness to learn new initiatives.

Minimum qualifications:

* Must be a currently enrolled undergraduate or graduate student at Alabama A&M University.
* Minimum cumulative GPA of 2.5 and in good academic standing
* Strong attention to detail, creativity, and a passion for visual media and storytelling.
* Effective written and verbal communication skills.
* Ability to work flexible hours, including some evenings and weekends, for event coverage as required by the department.
* Basic knowledge of file organization, design principles, and editing workflows.
* Commitment to maintaining professionalism and confidentiality in all duties.
* Ability to deliver high-quality customer service to all campus stakeholders.

**Experience Gained in this Role:**

By the end of the employment period, the student will have developed skills in:

* Technology – The student will gain hands-on experience with industry-standard design and multimedia software
* Career & Self Development – The student will build a professional design portfolio to showcase content and design work for future roles.