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**Job Title:** Newsletter Student Employee

**Department:** The Office of Student Leadership and Engagement (OSLE)

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

**Position Summary:**

The student employee will support the Office of Student Leadership and Engagement (OSLE) in the creation, design, and distribution of a monthly digital newsletter that promotes student engagement, cultural awareness, and leadership development. This position plays a key role in ensuring effective communication of events, programs, and initiatives to the student body and campus community.

**Purpose and Learning Outcomes:**

* Gain a comprehensive understanding of OSLE operations
* Assist in the research and production of the monthly newsletter
* Enhance your resume and expand your professional network
* Engage in continuous self-assessment through regular coaching sessions with OSALD staff

**Key Responsibilities:**

* Collect and organize content from OSLE staff, student organizations, and campus departments
* Draft, edit, and proofread newsletter articles, announcements, and event spotlights
* Review and become knowledgeable with the College's brand identity standards and guidelines
* Assist in designing layouts and visual elements using platforms such as Canva, Adobe Express, or Microsoft Publisher
* Maintain and update the newsletter contact list and assist with email distribution
* Monitor and report on newsletter engagement metrics (e.g., open rates, click-through rates)
* Ensure content aligns with OSLE’s mission, voice, and branding standards
* Collaborate with staff to develop strategies for improving student awareness of programs and services
* Attend select OSLE events for content development (photography, interviews, etc.), as needed
* Provide general clerical and office support
* Perform other related duties as assigned

**Qualifications:**

Preferred knowledge, skills, and personal qualifications:

* Interest or coursework in communications, journalism, marketing, public relations, or related field
* Able to use a PC in an office setting and familiarity with all Microsoft Office Suite software
* Familiarity with basic graphic design tools (e.g., Canva, Adobe Creative Suite, Publisher)
* Basic knowledge of email marketing platforms (e.g., Mailchimp, Constant Contact) is a plus
* Experience with digital content creation or newsletters
* Possess good organizational skills and be efficient in multitasking
* Ability to work in a dynamic, changing, and diverse environment

Minimum qualifications:

* Must be a full-time student at Alabama A&M University
* Proficiency with Microsoft Office Suite
* Strong attention to detail and ability to meet deadlines
* Excellent written and verbal communication skills
* Ability to work independently and collaboratively in a professional office environment
* Adherence to the University’s dress code policy
* Proficiency with Microsoft Office and use of a PC in an office environment
* Availability to work 15–20 hours per week (schedule to be set by supervisor)
* Schedule varies: must be available, days, nights, weekends based on nature of job site

**Experience Gained in this Role:**

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

* Communication: The student will be able to write professionally in a clear and effective manner.
* Technology: The student will be able to use graphic design and publishing tools effectively.