

Job Title: SCU Social Media Ambassador

Department Name: Marketing

Hiring Supervisor: Jessie Rystrom

Hiring Supervisor's Email: jessierystrom@scuhs.edu

Rate of Pay: \$25/hour

Job Description

Responsibilities:

- Create innovative and highly engaging content across social media platforms, using creative and impactful approaches to connect with and engage your audience.
- Represent SCU across social media platforms, collaborating with Social Media Specialist to analyze performance metrics and growth data, and making informed adjustments to optimize content and enhance engagement.
- Stay updated on emerging social media trends and platforms, proposing creative strategies to enhance SCU's presence and impact across these channels.
- Continuously expand your knowledge of social media channels, staying updated on trends and best practices to enhance content strategies and platform engagement.
- Contribute actively to brainstorming and content creation sessions, generating innovative ideas that drive engaging marketing strategies.
- Manage content production independently, ensuring high-quality and timely delivery while adhering to SCU's brand standards.
- Attend weekly meetings to collaborate with the team, provide updates, and refine strategies for effective marketing execution.
- Coordinate with faculty members, student clubs, and other stakeholders to facilitate smooth collaboration and ensure alignment with content creation and marketing initiatives.
- Adapt creative content ideas from social media trends and personal observations to produce engaging and brand-consistent video content that aligns with SCU.
- Maintain a broad understanding of all programs offered at SCU, ensuring that content reflects the diversity of offerings and is inclusive of all areas, beyond enrolled program.

Educational Benefits/Learning Outcomes:

- Gain experience in creating highly engaging content that promotes specific initiatives and highlights various stakeholders as thought leaders, enhancing overall visibility.
- Master social media marketing skills, including analyzing metrics and optimizing content strategies for effective post engagement and growth.
- Develop expertise in social media marketing, preparing for future career opportunities.

- Acquire hands-on experience in planning, shooting, editing, and analyzing social media content, equipping with skills applicable as marketing tools in future careers.
- Enhance communication and organizational skills, develop proficiency in effectively conveying ideas, and manage tasks to achieve successful project outcomes.
- Learn effective team collaboration techniques through strategy discussions to ensure cohesive and aligned marketing efforts.
- Cultivate strong project management skills and enhance problem-solving abilities, efficiently overseeing projects and navigating challenges to achieve successful results.
- Gain proficiency in a range of digital tools and platforms, including Canva, Asana, and Sprout Social, expanding the skill set for effective content creation and project management.
- Develop a comprehensive understanding of various professions within an integrative healthcare environment, creating inclusive, well-rounded content that reflects diversity.
- Acquire advanced social media skills and marketing strategies that will enhance professional capabilities and prepare for future career success.

Minimum Job Qualifications:

- Applicants must have completed at least one term as an SCU student prior to applying.
- Proven experience in social media posting and content creation, with a focus on producing engaging content that resonates with target audiences.
- Possess a comprehensive understanding of major social media platforms, including Instagram, Facebook, YouTube, LinkedIn, and TikTok.
- Maintain a GPA of at least 2.5 to ensure academic standing and eligibility for the role.
- Maintain good standing with the University in terms of academic performance, financial obligations, and conduct.
- Demonstrate exceptional communication and interpersonal skills, effectively engaging with team members, faculty, staff, and students.
- Exhibit strong time management skills and consistently meet critical deadlines with efficiency and precision.
- Possess a creative and innovative mindset, with a proven ability to think outside the box and generate fresh, original ideas.
- Demonstrate meticulous attention to detail, a strong sense of responsibility, and consistent reliability.
- Exhibit a proactive, go-getter attitude paired with effective communication skills.
- When inquiring, please provide a resume as well as links to relevant social media channels, including Instagram, Facebook, and/or TikTok profiles.