

Work-Study Job Description

Job Title: Digital Media & Content Ambassador

Department Name: Marketing Department

Hiring Supervisor: Sharon Martinez

Hiring Supervisor's Email: SharonMartinez@scuhs.edu

Rate of Pay: ~~\$20.00/hour~~ \$25-\$27/hour

Average number of Work Hours per Week (*cannot exceed 20 hours*): 10-15 hours

Location: Hybird - remote & on campus

Number of Positions Requested: 2

Job Description and Minimum Qualifications

Description:

SCU's Marketing team is seeking a creative and trend-savvy Digital Media & Content Ambassador to join our marketing team. This role focuses on creating engaging, educational video content to promote SCU's programs offered at our university, including but not limited to chiropractic, acupuncture, Ayurveda, occupational therapy, and many more. The ideal candidate will identify trending audios and video formats on social media and use them to produce compelling, on-brand videos that drive student recruitment and elevate our online presence.

Minimum Job Qualifications

- You must have been an SCU student for at least 1 term prior to applying.
- Experience with social media posting and content creation.
- Maintain a minimum cumulative GPA of 2.5
- In good University standing (academic, financial, conduct)
- Excellent communication and interpersonal skills.
- Effective time management skills and the ability to meet critical deadlines.
- Creative, innovative personality that is always thinking outside of the box.
- Attention to detail, responsible, and reliable
- Proactive go-getter and effective communicator.
- Please share a link to your Instagram, Facebook and/or TikTok profile when inquiring

Job Duties & responsibilities:

- Develop new and creative highly engaging content for Instagram, finding educational and dynamic ways to share about different programs here at SCU.
- Be one of the faces of SCU on Instagram and help create informational and educational content using trending audios to produce on-brand videos that ultimately drive student recruitment and bring awareness to SCU and our numerous programs.
- Keep your pulse on the latest Instagram and emerging platform trends and propose ideas on how we can show up on these platforms to promote our programs.
- Participate in brainstorming and content ideation.
- Be self-sufficient with producing your own content.

Educational Benefits/Learning Outcomes

- Opportunity to master their social media skills for marketing capabilities after graduation.
 - Learn how to plan, shoot, edit and analyze social media content. This knowledge can be leveraged for an influencer page and as a marketing channel for their future practice.
 - Experience working within a team environment and collaborating amongst multiple on campus groups.
 - Develop project management skills and the ability to problem solve.
 - Opportunity to learn new programs like Canva, Asana, SproutSocial, TikTok, etc.
- Other Requirements:
- Must be available to attend bi-weekly meetings.

To apply for this position, send your resume to: _____

SCU reserves the right to change the duties of the job description at any time.

SCU provides equal opportunity for all qualified applicants and does not discriminate based on race, color, national origin, religion, sex, sexual orientation, gender identity, age, disability, veteran status, or any other protected classification.