

Social Media/Graphic Design Student Job Description

Job Title: Social Media Assistant

Pay: \$9.50/hr with opportunities for raises based on performance

Time: 12-15 hrs/week

Description: Student Life is looking for a self-motivated and creative student to fill a social media position.

Student Life is a department within the Division of Student Affairs at Texas A&M University. We have multiple units focused on improving the quality of to enhance your opportunities as a student to participate fully in the university experience. We do this by providing you with information, services, programs and involvement opportunities that facilitate responsible life choices and promote awareness of yourself and of your community.

Responsibilities:

- Assist the full-time staff with a variety of marketing and communication-related projects and tasks
- Actively generate ideas and create written and visual content for Student Life social media channels.
- Assist the Communications Coordinator in increasing the visibility, membership, and traffic of Student Life's social media channels.
- Assist the Communications Coordinator in creating brand-compliant and visually appealing content for use on social media using photography, video, or design tools such as, but not limited to, Canva or Adobe Express.
- Shoot high-quality photographs at department events.
- Collect content relevant to specific social media channels by attending campus events, working with our units, and using social media tools.
- Other duties as assigned.

Learning Outcomes:

- Oral/Written Communication:
 - Communicate effectively in a professional setting
 - Write and/or edit business communication materials
- Teamwork/Collaboration:
 - Participate effectively in teams
 - Work with others to support a shared purpose or goal
- Digital Technology:
 - Show proficiency in current technologies
 - Maintain and manage a variety of different tools and resources
 - Adapt to emerging technologies
- Leadership:
 - Demonstrate the ability to organize, prioritize, and delegate work
- Professionalism/Work Ethic:
 - Recognize an ethical dilemma and apply rational decision-making in order to address it
- Career Management:

- Identify professional development opportunities that will enhance professional growth
- Identify the relevance of the skills they are gaining and articulate how the skills are transferable
- Global/Intercultural Fluency:
 - Demonstrate ability to interact respectfully with all people
 - Understand and demonstrate sensitivities to individuals' differences
 - Articulate the value of a diverse and global perspective

Required Qualifications:

- A strong passion and understanding of social media marketing.
- Have an understanding of Texas A&M, the Aggie community, and Aggie traditions.
- Excellent writing and communication skills.
- Must understand the basics of AP Style or be willing to learn it quickly by referencing an online stylebook.
- Experience with graphic design tools such as Canva or Adobe Express.
- Basic understanding of social media analytics and data collection.
- Experience with DSLR photography and photo editing.
- Positive, can-do outlook and attitude.
- Must be flexible and willing to work occasional after-hours and weekends (no more than 2-4 times a semester).
- Willing to work a minimum of 12 hours per week.
- Must be available to work in-person over the summer.

Preferred Qualifications:

- Experience managing a social media account other than your personal account.
- Student majoring in communication, telecommunication & media studies, visualization, marketing, agricultural communications & journalism, or journalism, or a student who has related marketing and communications work experience and a strong interest in the field.
- Proficiency with Adobe graphic design software, particularly Photoshop, Illustrator and/or InDesign.
- Enrollment in Texas A&M Social Media Certificate Program.

How to Apply:

If you are a good fit for this position, visit studentlife.tamu.edu/employment to submit your applications. Please include a resume and a portfolio link if applicable.