

<b>Job title:</b>	<i>Social Media Ambassador</i>
<b>Classification of Position:</b>	<i>Federal Work Study, part-time, temporary</i>
<b>Reports to:</b>	<i>Kaylie Simmons</i>
<b>Employment Dates:</b>	<i>Fall 2022/Spring 2023</i>
<b>Pay Rate:</b>	<i>\$10.00 per hour</i>

### Job purpose

- The purpose of a Social Media Ambassador is to support the department through photography, storytelling, and some administrative duties. Their main goal is to create relatable social media content to market the college through a student's point of view through creative story telling.

### Duties and responsibilities

- Create, upload, and monitor social media content.
- Create content and explore new ways to showcase the Southeastern community from the student perspective.
- Work with the marketing department to plan specific marketing campaigns.
- Help to create brand awareness.
- Use social media marketing tools to include but not limited to: Tik-Tok, Instagram, Facebook, etc.
- Establish relationships/networks of industry professionals or influencers on social media.
- Take photos at campus related events.
- Other duties as assigned by Supervisor.

### Qualifications

- Student must be eligible for the Federal Work Study program as determined through the Free Application for Federal Student Aid (or FAFSA).
- Student must be enrolled in at least half-time (6 credit hours) during the semester of employment.
- Student must maintain satisfactory academic progress (SAP) which is at minimum a 67% completion rate and 2.0 grade point average (GPA)
- Ability to work both independently and in group settings.
- Experience, or strong aptitude to learn, social media management.
- Awareness in trends with the ability to engage in the community.

### Working conditions

The Marketing department is located in the Administrative (A) Building RM-229 and is open daily between the hours of 8am-5pm (M-Th) and 8am-3pm on Fridays. Work hours will be within this time period.

### Physical requirements

Federal Work Study student may be required to sit or stand for brief to extended periods of time and work may include repetitive movements and reaching, lifting and moving items such as chairs, tables, displays, etc. Must be able to frequently lift up to 25 pounds.

### Evaluation Procedures and Schedule

Federal Work Study student should be evaluated by their supervisor prior to the end of each semester of employment.

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Federal Work Study Student Name

\_\_\_\_\_  
Federal Work Study Student Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Name

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date

<b>Approved by:</b>	
<b>Date approved:</b>	
<b>Reviewed:</b>	