



STUDENT EMPLOYMENT JOB DESCRIPTION

Job#: 99846

Department: Marketing & Public Relations

Job Title: Content Creator

Supervisor: Rachel Brandenburg

Phone #: 740-755-7004

Email: Brandenburg.43@mail.cotc.edu

Hourly Rate: \$13.00 **FWS position only**

Qualifications: *(specific training/experience required)*

Candidates must possess good written and verbal communication skills, organization, and time management skills. Candidates must have basic familiarity with photography, video production and graphic design. Social media content creation experience preferred but not required.

Preferably a student who:

- can work independently and as part of a team.
- has a strong interest in marketing, communications, and public relations.
- is currently enrolled in Digital Media Design, Writing and/or Business programs.
- has a portfolio of appropriate outputs and
- has familiarity with current and emerging social media platforms (Instagram, TikTok, YouTube, etc.)

Job Description: *(specific information regarding level of responsibility, range, and complexity of duties with percentage of time for each)*

- 40% Strategize, and create content for publication using mediums such as video, photography, and graphics to be used in communications platforms that include social media, email, web site, etc.
- 25% Assist, produce, capture and edit videos and photographs to be used in advertising/communications content in collaboration with the videographer, digital communications manager and/or campus partners/departments
- 10% Collaborate with students, faculty, and staff
- 10% Capture photographs both in the field and studio settings
- 10% Suggest new ways to promote campus offerings and to reach prospective students for each institution
- 5% Additional duties to support each institution's recruitment, retention, and public relations strategies.

Will the Student Employee have access to restricted data (to include elements such as name/social security number, driver's license number, debit/credit card account data, refer to complete description under the [Institutional Data Policy Data Element Classification List](#)) cash, and/or be working/providing services unsupervised by any university/college faculty/staff?

Yes (Third party background check required-completed online)
 No

Will the Student Employee be working with minors; including care, custody, or control of a minor? (The definition of "minor" does not include persons under the age of 18 who are enrolled for academic credit or have been accepted for enrollment.)

Yes (BCI & FBI background checks required-completed @ Security Office)
 No

This job does not replace a full-time employee.

Click here for an [application](#)

COTC Account #: 11-12-06-63010-60131

OFFICE OF FINANCIAL AID USE ONLY

- Students in this job provide services that are open, accessible, and designed to improve the quality of life for community residents or to solve particular problems related to those residents' needs
 Yes No
- Students in this job provide services to students with disabilities Yes No
- Background Check Required? Yes (BCI & FBI ~ Third Party) No

11/5/24