



# STUDENT EMPLOYMENT JOB DESCRIPTION

**Job#:** 99847

**Department:** Marketing & Public Relations

**Job Title:** Campus Content Ambassador

**Supervisor:** Rachel Brandenburg & Shengchun Li

**Phone #:** 740-755-7004 & 740-755-7339

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**Hourly Rate:** \$13.65 **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 social media content creation. Photography and video production experience is preferred but not required.

Preferably a student who:

- is able to work independently and as part of a team.
- has a strong interest in marketing, communications and public relations.
- has a portfolio of successful media campaigns or a composed set of ideas to improve social channels and website.
- has familiarity with posting to current and emerging social media platforms (Instagram, TikTok, Facebook, X, and YouTube).

**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, graphics, and written word to be used in communications platforms that include social media, email, website, 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% Attend on campus events outside of regular office hours to represent the marketing department.
- 10% Suggest new ways to promote campus offerings and to reach prospective students.
- 5% Additional duties to support each institution's recruitment, retention, and public relations strategies with a primary focus on COTC.

This job does not replace a full-time employee.

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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**

**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 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

4/16/25