

Work Study Job Description  
L&S Office of Undergraduate Advising

**Job Title:** Digital Content Strategist

**Employer:** L&S Office of Undergraduate Advising

**Rate:** \$22/hour

**Hours per week:** 10-15

**Start Date:** August 19 - December 18, 2020 with possibility of August 1 start date.

Position may continue through May 14, 2021.

**Hiring: Digital Content Strategist for L&S Communications Team**

The L&S Office of Undergraduate Advising (L&S OUA) is seeking two driven Digital Content Strategists to produce digital content that supports the engagement and growth of our online community. Digital Content Strategists play a critical role in increasing L&S OUA's visibility and engagement with students on social media channels. As part of a small, creative team of students and staff, Content Strategists collaborate with the L&S OUA Communications team to strategically market and promote L&S OUA services, programs, and communicate academic policies and advising related information to the undergraduate student population. This position will spend 10-15 hours/week researching, planning, and creating content for social media and email marketing campaigns.

**Duties may include:**

**Content Creation**

- Produces content in the form of photos, graphic designs, videos, and written stories that represents the unique voice of L&S Advising
- Researches, contacts, and interviews L&S students to showcase diverse L&S student perspectives and voice on social media
- Films and edits video for use on social media and our website
- Curates and creates graphics for social media and email marketing
- Writes copy for social media posts
- Researches and shares other relevant campus partner opportunities, events, and stories

**Community Management/Engagement**

- Promotes community engagement by increasing positive interactions with students online.
- Monitors brand reputation of L&S OUA on social media platforms.

- Escalates incidents and/or emerging crises to the team.

### **Marketing**

- Collaborates with team members to conceive and develop social media marketing and communication campaigns for L&S Advising.
- Assists with research to identify strategies to grow followers and engagement on L&S OUA social media channels.
- Assists with analyzing and summarizing data and trends from L&S OUA social media channels and website
- Monitors performance of posts and campaigns and tracks progress towards established goals.
- Remains up to date on the latest features and trends on social media platforms and incorporates them into L&S social strategy.

**Qualifications:** Excellent organizational skills, responsible, diligent, detail-oriented, self-motivated, independent, and a quick learner. Experience working in social media management, digital marketing, communications, journalism, or related role. Must have excellent verbal and written communication skills. The ideal candidate will also be flexible, able to work with minimal supervision, and have good interpersonal skills and excellent judgment.

**Other desired skills and experiences:** Experience using the Adobe Creative Suite, writing social media copy, photography, videography, and experience interviewing others.

Compensation: \$22/hour, work study eligibility is required

Start Date: Fall 2020, with potential to start in Summer 2020

Hours: 10-15 hours/week (August - May)

### **How to apply:**

Please prepare a resume and a portfolio with 2-3 samples of past creative projects in social media or a related field. In your resume, please include 2-3 (non-student) work references, which include your past job title(s) and your supervisor(s)'s name and contact information. Include a brief letter indicating why you are qualified and what interests you most about this role.

Please send packet to Heidi Church, [heidichurch@berkeley.edu](mailto:heidichurch@berkeley.edu) *Background check required.*