Work Study Job Description  
L&S Office of Undergraduate Advising  

**Job Title:** Digital Content Creator: Outreach and Engagement  
**Employer:** L&S Office of Undergraduate Advising  
**Rate:** $22/hour  
**Hours per week:** 10-15  
**Start Date:** August 19 - December 18, 2021 with possibility of August 1 start date. Position may continue through May 14, 2022.

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**Hiring: Digital Content Creator for L&S Advising Communications Team**

The L&S Office of Undergraduate Advising (L&S OUA) is seeking a personable and outgoing Digital Content Creator to recruit and coach student participants and produce digital content that supports the engagement and growth of our online community. This role will focus on showcasing student voices and stories on the L&S Advising social media channels that align with our office’s purpose and values. We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. As part of a small, creative team of students and staff, the Digital Content Creator collaborates with the L&S OUA Communications team to find a diverse range of student stories, recruit L&S students to participate in social media content through photo/caption or video, guide students through production, and produce a final product.

**Duties may include:**

**Content Creation**
- Researches, recruits, interviews, and coaches L&S students to showcase diverse L&S student perspectives and voices on social media  
- Produces content in the form of photos, videos, and written stories that represents the unique voice of L&S Advising  
- Takes lead in producing media content, including coordinating student participation in social content, not limited to interviews and takeovers  
- Films and edits video for use on social media and our website

**Community Management/Engagement**
• Promotes community engagement by increasing positive interactions with students online, including sharing L&S Advising social media content in strategically chosen Facebook groups
• Coordinates distribution of social media prizes
• Escalates incidents and/or emerging crises to the team

Marketing
• Collaborates with team members to conceive of 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.
• Make recommendations for campaigns and content based on analytics data and research.
• Remains up to date on the latest features and trends on social media platforms and incorporates them into L&S social strategy.

Qualifications: Passionate about elevating diverse student voices, enthusiastic about seeking out stories and recruiting student participants, outgoing and willing to be on camera if needed, responsible, self-motivated, community-oriented. Experience working in social media, digital marketing, film, communications, journalism, or related role. Must have excellent verbal communications and organizational skills, with ability to meet deadlines that impact the progress of the overall team. 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 writing social media copy, photography, videography, and experience interviewing others.

Compensation: $22/hour, work study eligibility is required
Start Date: Fall 2021, with potential to start in Summer 2021
Hours: 10-15 hours/week (August - May)

How to apply:
Note: At this time, applicants must have work-study eligibility for the 2021-2022 academic year. If you’re not sure of your status, please contact the Financial Aid office.

Please prepare a resume and cover letter that indicates why you are qualified and what interests you most about this role. In addition, there is the option to include samples (max of 3) of past creative projects in social media, journalism, video, or a related field. In your resume, please include 2-3 work references (from non-student supervisors), which include your past job title(s) and your supervisor(s)’s name and contact information.

Please send the packet to Maire Lanigan, lanigan@berkeley.edu  Background check required.