Work Study Job Description
L&S Office of Undergraduate Advising

Job Title: Digital Content Creator: Video Production
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.

Hiring: Digital Content Creator (Video Production) for L&S Communications Team

The L&S Office of Undergraduate Advising (L&S OUA) is seeking a driven Digital Content Creator to produce content that supports the engagement and growth of our online community with a focus on video production. Digital Content Creators play a critical role in increasing L&S OUA’s visibility and engagement with students on social media channels. 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, Content Creators 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 video content for social media and email marketing campaigns.

Duties may include:

Content Creation
- Film and edit videos for use on social media, L&S Advising website, and online course content.
- Create and develop educational and marketing multimedia (audio/video) content.
- Write copy for social media posts.
- Plan video shoots (scout, select and reserve shoot locations; develop script and storyboard).
- Research and share other relevant campus partner opportunities, events, and stories.
- May occasionally research, contact, and interview L&S students for social media campaigns.
• May occasionally curate and/or create graphics for social media and email marketing projects.

Marketing
• Collaborate with team members to conceive of and develop social media marketing and communication campaigns for L&S Advising.
• 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.
• May occasionally assist with research to identify strategies to grow followers and engagement on L&S OUA social media channels.
• Escalate incidents and/or emerging crises to the leadership team.

Qualifications: Experience in video production and social media or related fields. Previous experience filming and editing short-form videos. Excellent organizational skills, responsible, detail-oriented, self-motivated, and a quick learner. Must have excellent verbal and written communication skills. The ideal candidate will also be flexible; able to work as part of an integrated team; but also work independently with minimal supervision. Strong interpersonal skills and excellent judgment.

Other desired skills and experiences: Knowledge and experience using the Adobe Creative Suite and/or Final Cut Pro is preferred. Experience in areas including writing social media copy; photography; working in social media management; digital marketing; journalism, or related roles is preferred.

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:
Submitting Application: Please prepare a resume and a portfolio with 2-3 samples of past creative projects in video production, social media or a related field. In your resume, please include 2-3 work references from professional employers, which include your past job title(s) and your supervisor(s)' name and contact information. Include a brief letter indicating why you are qualified and what interests you most about the role. Please send a single PDF of application materials to Maire Lanigan, lanigan@berkeley.edu. Background check is required.