



Work Study: Marketing and Public Relations

Duties:

- Design and create visually-appealing, on-brand content for print, web and social media;
- Write and develop messages for the college's social media channels and website;
- Assist in photo, video and social media coverage of campus events;
- Help brainstorm creative campaigns for advertising, enrollment and other campus promotions;
- Work within the college's website content management system to help create and maintain college webpages, under the direction of the Web Content Creator;
- Various clerical duties in support of the Marketing & PR Department – including, but not limited to assisting with print shop work, inventorying promotional item stock, scanning and archiving historical photos, etc.

Minimum Skills/Abilities Required:

- Strong communication and organizational skills
- Self-starter and creative thinker
- Knowledge of design basics and a good eye for appealing graphic design
- Ability to work in design suites like Canva.com
- Ability to shoot and edit photos and videos (on a phone counts)
- Good with technology
- Social media fluent – especially Facebook, Instagram and TikTok
- Conversational and creative writing skills
- Enthusiasm for Lewis and Clark Community College and its mission of Empowering People

Skills Preferred:

- Experience working in Adobe Creative Suite – Photoshop, Indesign, Illustrator, Premiere
- DSLR photography experience
- Basic HTML knowledge; other coding languages a plus
- Experience working in a website content management system (Wordpress, Joomla, etc.)

Student Work Study Employment offers students the opportunity to work while attending courses at Lewis and Clark Community College.

Applications for this position should be submitted to Kathie Allen in the Financial Aid Department located in RE 1200.