



Student Work Study Job Posting

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.)