



Federal Work-Study (FWS) Job Description

Department: Marketing

Position Title: Student Worker

Supervisor: Kevin Hunsperger

Position Summary

Assist the Office of Public Information and Marketing by creating engaging content that promotes campus life, student success, and college events. Responsibilities include photography, social media content creation, writing marketing materials, assisting with podcasts, and supporting other communication initiatives. This position provides valuable hands-on experience in marketing, digital media, content creation, branding, and public relations while contributing to the College's outreach and recruitment efforts.

Essential Duties and Responsibilities

- Capture photographs and videos of campus events, activities, and student life.
- Create engaging content for the College's social media platforms.
- Assist with writing social media posts, website content, and other marketing materials.
- Co-host and assist with production of the College podcast.
- Support marketing campaigns and special events through content creation and promotion.
- Edit photos, videos, and other digital media as needed.
- Assist with brainstorming creative ideas to increase student engagement and community awareness.
- Perform other marketing and communications duties as assigned.

Required Qualifications

- Federal Work-Study eligibility
- Enrolled SCC student
- Ability to maintain confidentiality (FERPA, if applicable)
- Reliable attendance and professionalism

Preferred Qualifications

- Interest in marketing, communications, journalism, public relations, graphic design, photography, videography, or digital media.
- Active knowledge of current social media platforms and trends.
- Strong written and verbal communication skills.
- Creative, dependable, and self-motivated.
- Experience with photography, video editing, graphic design, or social media management is preferred but not required.

Knowledge, Skills, and Abilities

- Strong written communication and storytelling skills.
- Basic photography and videography skills.



- Familiarity with social media platforms such as Facebook, Instagram, TikTok, LinkedIn, and YouTube.
- Ability to create engaging digital content for diverse audiences.
- Strong organizational and time management skills.
- Ability to work independently while managing multiple projects.
- Creativity, professionalism, and attention to detail.

Working Conditions

Work is performed in both office and campus environments. Duties require frequent walking across campus to photograph events and activities, as well as occasional evening or weekend work to cover special events. The position requires regular use of computers, cameras, smartphones, audio/video equipment, and editing software. Occasional lifting of equipment weighing up to 20 pounds may be required.

Work Schedule

Schedule determined around the student's class schedule.
A minimum of 10 hours per week availability is requested.

Learning Outcomes

- Develop professional marketing, branding, and communication skills.
- Gain hands-on experience in social media management and digital content creation.
- Strengthen photography, videography, writing, and multimedia production abilities.
- Build project management, creativity, and collaboration skills.
- Create a professional portfolio of marketing and communications work that supports future career opportunities in marketing, media, communications, or public relations.

Acknowledgment

Students are expected to comply with all Shawnee Community College policies, maintain satisfactory academic progress, and perform assigned duties in a professional manner.