



Lead Social Media Ambassador- Student Worker

Job Title Summary

Job Title: Social Media Ambassador, Student Employee

Scheduled Weekly Hours: 15 hours per week

Job Week Assignment: 36 weeks per year

Rate of Pay: \$13.75 per hour

Work Cycle: Monday two weeks prior to the start of fall semester through graduation

FLSA Status: Non-Exempt

Job Summary

The social media ambassador, student employee supports the University's social media efforts through dynamic content creation. This role will focus on capturing and producing engaging on-campus content, with an emphasis on short- and long-form video and on-camera storytelling. This position works closely with the Marketing team, assisting in the development of compelling social media content that highlights student life, University events, and campus culture.

Essential Job Functions and Performance Indicators

The intent of this job description is to provide a representation of the types of duties and level of responsibility that will be required of positions given this title. This job description shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform job-related tasks other than those specifically presented in this description.

Job Responsibilities

- Supports the mission of the University and serves as an ambassador of the Q2 culture of service excellence
- Models, supports, and holds others accountable to the University's values
- Creates visual content, such as graphics and videos, to support the University's social media needs
- Attends various campus events for content collection
- Stays current on social media trends to ensure relevant and effective content creation
- Collaborates with University faculty, staff, students, and alumni on projects
- Participates in on-camera content creation, including interviews, event coverage, and social media challenges

Job may require other duties as assigned.

Required Qualifications

An equivalent combination of education, training, and experience will be considered. Additional requirements may be designated by position.

- Currently enrolled at Lindenwood University
- Good academic and financial standing with the University
- Active junior or senior by credit hours
- Enrolled in a digital marketing, business, advertising, or graphic design degree program preferred

Knowledge, Skills, and Abilities

May be representative, but not all inclusive, of the knowledge, skills, and abilities necessary to perform this job competently.

- Demonstrated ability to work effectively with individuals from diverse communities and cultures
- Strong communication skills
- Well-versed in social media platforms, including Instagram, Facebook, TikTok, YouTube, X, and LinkedIn
- Creativity with a willingness to brainstorm and experiment with new content ideas
- Enthusiasm for engaging with students and the Lindenwood community

- Proven ability to lead and collaborate effectively within a small team environment
- Experience with content creation tools, such as Canva and CapCut

Work Environment

Environmental or atmospheric conditions commonly associated with the performance of this job's functions. Please [click here](#) to view Lindenwood University's flexible work designation descriptions.

- General office setting
- Weekend and evening work may be required
- Fully On-Ground

Physical Abilities

The physical demands described below are representative of those that must be met by an employee to successfully perform this job's functions. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Ability to sit at a computer for extended periods of time
- Ability to lift/carry items commonly found in an office setting including, but not limited to, documents, laptops, keyboards, etc.
- Adequately mobile to attend events on- and off-campus
- Regular attendance is a necessary and essential function