



Federal Work Study Position Description

Position Title:

Marketing Work Study - Caldwell Campus

Supervisor Name:

Jackie Woodruff

Department:

Communications and Public Relations

Supervisor Phone Number:

828-726-2201

Physical Job Location (room/building):

Caldwell Campus - E-200

Approximate Hours Per Week:

10 to 15

Position Requirements

- Excellent written and verbal communications
- Experience with Microsoft Office
- Experience with social media platforms and content creation
- Experience with photography
- Proactive on campus and takes initiative to network with others

Primary Job Duties

- Assist the Marketing Dept. in providing outstanding support to the Caldwell Campus
- Provide a student perspective for marketing initiatives and activities
- Help develop content for social media, news, student email, flyers, etc.
- Take photos for news, events, social media, etc.
- Attend college events - take photos, videos and notes for social media, Chronicle, etc.
- Perform other duties as assigned
- Assist the Director of Marketing and Branding with maintaining a current list of events on the Caldwell and Watauga Campuses and entering the events on digital platforms