

## **Student Worker Position 2024-2025 Academic Year**

**DEPARTMENT:** Office of Institutional Advancement and Alumni Relations  
**CONTACT:** Elaine Warren  
**EMAIL:** [warrene@William.Jewell.edu](mailto:warrene@William.Jewell.edu)

**JOB TITLE:** Communications Assistant  
**HOURS:** 8-10 hours per week, Mon-Fri, 9 am to 4 pm, w/some hours dependent on project assignments. Fall & Spring semesters.  
**COMPENSATION:** Work Study: \$12.30 FY & SO rate | \$12.55 JR & SR rate

### **SUMMARY:**

The William Jewell Advancement and Alumni Office seeks a dynamic, self-starter to assist with marketing and communications efforts. This position is an excellent opportunity to experience various aspects of marketing communications while working in a professional work environment. **This position will help you build your professional portfolio!**

The advancement communications assistant serves as a content developer for newsletters, social media, and events for advancement and alumni relations. The communications assistant participates in the implementation of emails, videos, and the creation of graphics. This position works closely with department directors but should be comfortable working independently. The position reports to the campaign and special projects manager.

### **DUTIES AND RESPONSIBILITIES:**

- Effectively communicate themes, stories, and news that appropriately position the College in the minds of alumni, donors, friends, and the public.
- Write content across multiple channels including print, social, video and email for the following:
  - Alumni FB page
  - Jewell Fund solicitations
  - Alumni newsletter
  - Events such as Homecoming, Achievement Day, and other donor-related events
- Coordinate and produce simple and short videos to accompany social media posts and promote events and fundraising efforts.
- Provide creative support for social media, email communications and other department projects that require design, photography, branding, etc.
- Serve as a proofreader/editor to ensure information leaving the office is accurate and thorough.
- Attends and assists with department events.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Working toward a college major (junior level and up) in Communications, Public Relations, Digital Media Communication, English, and Business w/emphasis in Marketing.
- Demonstrated experience in communications through 2 writing samples.
- Demonstrated graphic design experience shown through 2 samples.
- Demonstrated video production experience shown through 1 sample.

- Solid grasp of social media tools and platforms including Facebook, LinkedIn, etc.
- Strong grammar, spelling and editing skills and knowledge of AP Style.
- Working experience in Canva or Adobe Creative Suite, video production software, Microsoft Office and comfortable learning new software platforms.
- Self-starter who can succeed with general direction and exercise independent judgment.
- Excellent verbal, written, and interpersonal communications skills for working with students, staff, and faculty across the college.

**APPLICATION DETAILS:** Applicants must submit their cover letter, resume and work samples via e-mail along with their completed Student Employment Application.

**NOTE: STUDENTS MAY NOT WORK DURING REGULARLY SCHEDULED CLASS TIME. IF CLASS IS CANCELLED OR DISMISSED EARLY, THE STUDENT MUST PROVIDE DOCUMENTATION FROM THE FACULTY MEMBER BEFORE BEGINNING WORK.**