

Social Media Content Creator

Department: Resident Life

Unit: Creative Services

Job Overview:

The Department of Resident Life seeks 3 part-time Social Media Content Creators to join our dynamic team. As a Social Media Content Creator, you will play a pivotal role in enhancing our online presence and engaging with our community. We are looking for candidates with a positive, outgoing personality who feel comfortable appearing in videos and social channels.

Key Responsibilities:

- Develop engaging and creative content for various social media platforms.
- Collaborate with the Creative Services team to align content with departmental goals.
- Participate in videography and photography creation, showcasing events and campus life.
- Stay abreast of social media trends and incorporate them into content strategy.
- Foster community interaction through comments, messages, and social media campaigns.
- Contribute to brainstorming sessions for new and innovative content ideas.
- Ensure consistency in branding and messaging across all platforms.

Qualifications:

- Strong understanding of popular social media platforms and social media trends.
- Excellent written and verbal communication skills.
- Comfortable appearing in videos and creating visually appealing content.
- Familiarity with content creation tools and software.
- Understanding of on-campus living experiences.
- Living in the Residence Halls is preferred.

Schedule: Hybrid, flexible, part-time hours to accommodate academic commitments.

Pay: \$15 per hour

Expected hours: 3–5 hours per week

To apply: email drlcreativeservices@umd.edu with your resume and 2-3 examples of your work



DEPARTMENT OF
RESIDENT LIFE