

Social Media Content Creator

Department of Resident Life, Creative Services Unit

Job Overview

A part-time student position to join a team of Social Media Content Creators. As a Social Media Content Creator, you will enhance our online presence and engage with our community by capturing and showcasing students' unique experiences living on campus. We are looking for candidates with a positive, outgoing personality who feel comfortable appearing in videos and social channels.

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 and an ability to visually represent them in multimedia content (living in the Residence Halls is preferred)

Schedule

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

Pay

\$15 per hour

Expected hours

4-10 hours per week

Apply

Email drlcreativeservices@umd.edu with your resume and 2-3 examples of your work



DEPARTMENT OF
RESIDENT LIFE