

## **Marketing and Communications**

### **SOCIAL MEDIA AMBASSADOR**

Leadership experience complements the academic curriculum at MassArt and empowers students to become more confident, engaged artists, designers and citizens. Students have the opportunity to apply for various paid positions to be held during their sophomore through senior years.

Student Leadership at MassArt is rooted in MassArt's Mission and Values and is essential to transforming MassArt's culture and community. All student leaders will be expected to uphold MassArt's missions and values as we work together to make MassArt a more equitable place to work, learn, live and make.

#### **POSITION DESCRIPTION:**

The Social Media Ambassador is an appointment for one academic year with the possibility of extension for additional years.

This individual is responsible for capturing the myriad voices within MassArt's community to external audiences and portraying the student perspective to the student-run social media accounts.

#### **Duties include:**

- Regular posts to Instagram
- Coordinating the social media calendar with relevant content
- Monitoring and measuring engagement
- Overseeing and contributing to online class groups (Discord, Facebook Groups, Instagram Accounts, etc.)
- Specific department projects as necessary.

#### **Qualified applicants must have experience:**

- Using social media successfully
- Communicating ideas concisely yet effectively
- An eye for detail
- The ability to work both independently and collaboratively

Applicants will be asked to make work samples or portfolios available for review.

Applicants must be in good academic and disciplinary standing

#### **Job Specifications:**

- The Social Media Ambassador will use their own device to post and share content
- The person in this position may work remotely after a short training period
- The **maximum** hours allocated for this position is 15 hrs/week or 30 hrs/pay period. The Marketing/Communications Department will work with the candidate chosen to accommodate their class/studio schedule

