DIGITAL CONTENT ASSISTANT (PART-TIME)
UNIVERSITY COMMUNICATIONS OFFICE
HIRING RANGE: $16.15 TO $17.10 PER HOUR

FUNCTION: Reporting to the Associate Director of Marketing, this position will assist with the promoting the university through management of social media channels and production of content.

RESPONSIBILITIES AND RELATED DUTIES:

Social Media (60%)
1. Identify ways to build Whitworth’s brand through the use of social media, including;
   a. Maintaining and enhancing university presence on Facebook, Snapchat, Instagram, YouTube and Twitter
   b. Planning and implementing creative campaigns to promote engagement and awareness particularly suited toward admissions initiatives and goals.
   c. Working closely with student to spearhead student-driven initiatives, managing student-generate content and student-run campaigns.
2. Serve as a resource to other academic departments to enhance their social media presence and promote best practices using Whitworth’s social media guide.
3. Create Whitworth-branded social media graphics.
4. Track social media analytics and make recommendations for continued growth on Whitworth’s main channels.
5. Manage Whitworth’s weekly social media calendar.

Photography (25-30% and Videography (10-15%)
1. Capture day-to-day events on campus, faces of Whitworth that show unique sides of our community, and other engaging seasonal shots that help prospective students picture themselves at Whitworth, and help alumni feel pride in their alma mater, for use on Instagram, YouTube, Facebook and potentially other social media.
2. Video production and editing as needed.

QUALIFICATIONS, SKILLS AND ABILITIES:
- Bachelor’s degree or combination of education and experience.
- Experience managing social media platforms, with strong aptitude for and knowledge of the digital environment and social media trends.
- Excellent copywriting skills.
- Experience with Adobe Creative Suite, specifically Premiere, After Effects, Audition, Photoshop and Illustrator.
- Photography and videography experience using DSLR camera on manual setting, capturing clear audio, and familiarity with post-processing techniques including color correction, motion tracking and stabilization, key framing, audio looping, and audio noise reduction.
- An understanding of effective photo composition.
- Creative and collaborative.
- Attention to detail, with ability to prioritize while managing multiple projects.
- A personal commitment to the Christian faith.
- Demonstrated awareness and commitment to effectively establishing relationships and positive communications across multiple dimensions of diversity including, but not limited to race, gender, physical limitations, class or religious perspectives.
- An active commitment to equal opportunity for all persons.
- A commitment to the educational mission of Whitworth University as a private, liberal arts university affiliated with the Presbyterian church.
- Background check required.
**APPLICATION PROCESS:**
The following documents are required to complete the online application form at [www.whitworth.edu/jobs](http://www.whitworth.edu/jobs).

1. A letter that relates your education and experience to the qualifications of the position and **includes a note confirming your interest in this position at our posted hiring range.**
2. Résumé.
3. The names, addresses, telephone numbers and email addresses of three academic/professional references.
4. A one-page document describing your personal commitment to the Christian faith.

Whitworth complies with all federal, state, and local nondiscrimination laws that are applicable to religious nonprofit institutions and does not engage in unlawful discrimination on the basis of race, color, national origin, age, sex, or disability. With our commitment to building a diverse community, the university encourages applications from populations underrepresented at Whitworth including members of racial/ethnic communities, women, and persons with disabilities.