



SPRING HILL COLLEGE

Spring Hill College, located in Mobile was the first institution of higher learning in Alabama and the first Catholic College in the Southeast. Since 1830, Spring Hill College has been educating trailblazers, innovators and change-makers – through the transformative power of a Jesuit, Catholic education. Spring Hill's mission is forming leaders engaged in learning, faith, justice and service, for life. Spring Hill students experience an exceptional, well-rounded education, while forming their values and moral character, based on the Jesuit tradition of "*cura personalis*" – care for the whole person, mind, body and spirit.

Position: **Work Study: Admissions Marketing Content Creator**

Summary Description: This position supports the department's communication and outreach efforts by assisting in the development and coordination of content for its social media platforms. Under the supervision of the student employment supervisor, student workers will help enhance the department's online presence, promote events and initiatives, and engage with the campus community through creative and consistent digital content. The ideal student for this role is enthusiastic, reliable, and self-motivated, with a positive attitude, strong communication skills, and a willingness to learn and contribute ideas.

Description of Duties and Responsibilities:

Essential Functions

- Assist in creating, editing, and scheduling content (text, images, and videos) for the admission department's social media platforms (e.g., Instagram, TikTok, Facebook). **DT**
- Collaborate with department staff to brainstorm and develop content ideas aligned with departmental goals and audience engagement. **T/C, P/WE, O/WC**
- Monitor engagement and suggest strategies for improving reach and effectiveness. **O/WC, GU, CT/PS**
- Ensure all content aligns with Spring Hill College's brand, tone, and communication guidelines. **GU, CM**
- Help maintain a content calendar to ensure consistent and timely posting. **DT, O/WC**

Required Knowledge, Skills, and Abilities:

Individuals must possess these knowledge, skills, and abilities or be able to explain and demonstrate that the individual can perform the essential functions of the job, with or without reasonable accommodation, using some other combination of skills and abilities.

- Familiarity with or sincere interest in learning about the mission of Spring Hill College and the meaning of a Jesuit education, thus enabling the employee to support and strengthen the Jesuit, Catholic mission of Spring Hill College.



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- Possesses a positive view of Spring Hill College and the ability to project that positive attitude towards social media efforts. **P/WE, GU**
- Ability to communicate effectively **O/WC**
- Ability to accept and incorporate feedback. **T/C**
- Comfortable with speaking and being on camera. **O/WC**
- Familiarity with common social media platforms (e.g., Instagram, TikTok, Facebook). **DT**
- Must be self-motivated and reliable. **L**

Qualification Standards:

- Eligibility: Must be a current, full-time SHC student enrolled in at least 12 credit hours and awarded College Employment or Work-Study by Student Financial Services.
- Experience: Student must have experience using a smartphone for content creation

Evaluation Procedures:

Evaluations will be completed at the end of each academic year. Student employee and supervisor will meet to discuss the evaluation. Both parties will sign the evaluation that will be turned into the Office of Financial Aid

Other Considerations:

- This person is considered a responsible employee in accordance with College Title IX policies.
- Hiring process includes, e.g., a criminal history background check.
- Length of Employment: Fall: September- December, Spring: January- May Schedule: Flexible, 8-10 hours per week.

To apply for this position, email a resume plus full contact information for three current professional references to: Emily Lormand, Assistant Director for Marketing & Communications, (e-mail: elormand@shc.edu). Off-list references may be checked.

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