

# MONTCLAIR

## STATE UNIVERSITY

### **Paid Student Work: Social Media Ambassador Program**

Stipend: \$750 per semester

### **Job Description**

Montclair State University's Office of University Communications and Marketing is currently seeking undergraduate students to join the Social Media Ambassador Program as part of the University's official Content Creator Program. [#MontclairCreator](#)

This paid opportunity is designed for students with a passion for social media, digital storytelling, and #RedHawkPride. Selected ambassadors will work closely with the University's Social Media Director to create engaging content for Montclair State University's official social media platforms, including Instagram Reels, TikTok, and YouTube Shorts

Participants in the Social Media Ambassador Program will be responsible for conceptualizing, producing, and delivering original content that reflects student life at Montclair State University.

Content may include but is not limited to short-form videos, campus event coverage, man on the street interviews, and community features. Students are expected to maintain a strong personal and professional presence on social media and demonstrate familiarity with current digital trends.

The goal is to create short-form video content providing a stronger sense of belonging for current students but also highly geared toward prospective students, their families, and anyone who is potentially looking to attend a 4-year institution in the near future. The majority of content created will be for mass-appeal, looking to reach a large audience on social media and showcase Montclair's larger brand and brand pillars.

This program aims to empower students working towards a similar career path in social media or any students looking for a creative outlet to showcase their area of study, their campus involvement, etc.

Once accepted into the program, the student would sign University Social Media Consent Forms, be provided training regarding Montclair State University Social Media Brand Guidelines, and shown sample materials to work off for projects.

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### **Job Requirements**

#### **Enrollment:**

- Participants must be currently enrolled in Montclair State University (undergraduate).

#### **Interest in Content Creation:**

- A passion for creating visually appealing and engaging content (preferably video), with a strong interest in digital media, communications, marketing, or related fields.
- Comfortable filming, editing, and appearing on camera.

#### **Reliability:**

- Commitment to meeting deadlines and consistent participation throughout the year.
- Involved in campus life through clubs, athletics, academic programs, or community initiatives (encouraged but not mandatory).
- Organized, responsible, and able to work independently.

#### **Creativity:**

- Creative thinker who brings their authentic personality to their work.
- Ability to bring creative ideas for content creation and a willingness to experiment with new styles, new approaches, and new equipment for short-form content.

#### **Social Media Presence:**

- Active and professional presence on Instagram, TikTok or similar platforms.
- Basic understanding of social media platforms and content consumption with a willingness to promote their projects on personal social media accounts.
- Demonstrated ability to identify and engage with relevant social media trends.

#### **Adherence to University Policies:**

- Compliance with Montclair State University's Social Media Policies and Procedures, and always creating with the intention of showcasing the University in a positive light.

#### **Tech Savvy:**

- Comfortable and educated on basic video recording equipment, editing software, and other relevant technology. (*Useful but not limited or required to: CapCut, iMovie, Final Cut Pro, Adobe Premiere, etc.*)

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### **Job Responsibilities**

#### **Content Creation & Projects:**

- Develop and produce original social media content for the University's official platforms.
- Produce, shoot, and edit creative content that supports the overall Montclair brand.
- Pitch original ideas and complete assignments aligned with our social media content calendar and university goals.

#### **Professionalism:**

- Collaborate with fellow Social Media Ambassadors.
- Represent the University at select events and initiatives.
- Build relationships with students, faculty, staff, and administration.

#### **Supervision & Participation:**

- Attend and actively participate in weekly Social Media Ambassador team meetings.
  - Monday's 2-3:15 p.m.
- Participate in regular team check-ins and performance reviews.
  - Twice a semester (middle and end).
- Complete semester training (summer & winter) on University brand guidelines, content expectations, and team bonding initiatives.
- Other duties as assigned.

### **Benefits**

- Flexible schedule with paid work opportunities.
- Real-world experience in social media strategy, content production, and brand engagement.
- Portfolio-building material for careers in marketing, media, and communications.
- Montclair-branded gear for content creation and on-camera appearances.
- Recognition through features on the University's official social channels.

### **Apply**

Interested students should be prepared to share examples of their past content (if available) and demonstrate an understanding of Montclair's brand tone and campus culture. Selected applicants will complete University consent forms and participate in a brief onboarding session with the Social Media Director, Paul McGroarty.