



## **Social Media Ambassador Program - Description**

Do you spend hours scrolling on Instagram and TikTok? Do you enjoy creating social media content? Are you full of **#RedHawkPride**?

Montclair State University's Digital Communications team is looking for students to join our **University Social Media Ambassador Program!**

### **Who you are:**

- Currently enrolled undergraduate or graduate student at Montclair
- OBSESSED with the social media landscape and content creation
- On top of memes, trends, challenges, sounds, dances, effects, etc.
- Maintain an active and appropriate personal social media presence
- Creative and digitally savvy
- Enjoy creating and editing fun videos
- Interested in social media, digital media, communications, business, marketing, etc
- Involved in university clubs, organizations, athletic teams, or overall campus community
- Organized, reliable and demonstrate good judgment
- YOURSELF! And not afraid to let that shine through your content

### **What you'll do:**

- Create 1 short-form vertical video per week for various short-form platforms
- Attend mandatory team meetings every Wednesday from 11 a.m. - 12 p.m.
- Pitch your own ideas regularly while also completing project needs of the department
- Engage with the content posted on university social media channels
- Collaborate with other members of the university's social media and digital teams
- Attend priority events and capture content for Montclair's social media accounts
- Meet and build relationships with Montclair students, faculty, staff, and administrators
- Other duties as assigned

### **What's in it for you:**

- Earn a \$750 stipend per semester (*After completion of all job requirements and responsibilities*)
- Opportunity to build your professional portfolio with real-life work experience
- Transferable skills including but not limited to social media, marketing, content creation, and project management
- Montclair swag to wear in your videos and flaunt to your friends
- Bragging rights to all your friends and family that you were featured on the University's social media channels!