

FEDERAL WORK-STUDY

PR & MARKETING ASSISTANT

This is a part-time, Federal Work-Study position that reports to the Director of Public Relations & Marketing and is located on the main JWCC campus in Quincy, Illinois.

POSITION DESCRIPTION/DUTIES

This position supports the office operations for Public Relations & Marketing & involves the use of technical/PC as well as audio/video equipment. Duties include:

- Work with the PRM staff to create & implement social media marketing plans
- Oversee JWCC authorized Facebook & Instagram accounts, plus other channels
- Develop strategies & miscellaneous content to increase followership & engagement
- Manage regular posting schedule of event promotions
- Make occasional posts to cross-promote events hosted by other departments
- Manage social media engagement during events (Facebook Live & other live posts)
- Take photos at events & upload albums
- Manage photo albums on department drives and Google Drive
- Work with the PRM staff to promote student involvement
- Help manage & oversee communication comments/posts
- Study digital performance & analytics
- Use of Canva- for graphics & templates resource

QUALIFICATIONS

Students applying for this position will need to be current JWCC students. Eligibility to work within the Work-Study program is required. Knowledge of Microsoft Office and general office skills (e.g. data entry, word processing, filing, copying) are necessary. Excellent communication skills are a must as well as the ability to work both independently & with others (students/employees).

SALARY

IL Minimum Wage

APPLICATION

Students who are interested in this position will need to complete a Federal Work-Study application. Please select “PR/Marketing” to apply for this specific role) Once eligibility is approved, your application will be forwarded on to the department supervisor.

Applications from qualified persons who are members of racial or ethnic minorities, women, individuals with disabilities, and veterans are encouraged to apply. John Wood Community College is an Equal Opportunity/Affirmative Action employer and does not discriminate on the basis of race, color, national or ethnic origin, sex, religion, disability or other factors prohibited by law.