DIGITAL CONTENT ASSISTANT
JOB DESCRIPTION

THRIVE CENTER
The mission of the Thrive Center is to advance a community where students successfully navigate, excel and graduate from the University of Arizona prepared for life after college. Our values focus on providing students with a diverse, accessible, inclusive, and quality experience by:

- Centering the student experience through support and guidance
- Creating and modeling best practices
- Building community connections
- Collaborating across campus
- Cultivating lifelong learning practices

POSITION SUMMARY
Program: Digital Content
Program Summary: The digital content team provides support to Thrive Center through the creation of digital and print marketing, the management of social media platforms, and other creative avenues for promoting the programs and services offered by the department.
Job Title: Digital Content Assistant
Hourly Rate: $12.00 per hour
Job Summary: Digital Content Assistants work as a team to creatively market and promote the programs and services offered by Thrive Center. Projects will include, but are not limited to, creating fliers, videos, banners, social media content, website content, and photography.

PREFERRED KNOWLEDGE, SKILLS & QUALIFICATIONS

- Demonstrate respect and professionalism in a manner that reinforces the mission and values of the Thrive Center
- Take initiative and work independently
- Demonstrate time and task management skills
- Have baseline knowledge of the Thrive Center, including programs, events and/or services
- Possess adequate organizational skills
- Demonstrate excellent written and oral communication skills
- Exhibit proficiency in Microsoft Office suite (Word, Publisher, PowerPoint, Excel, Outlook)
- Exhibit proficiency in Adobe Creative Suite products (Photoshop, Illustrator, InDesign)
- Willing to work with diverse communities, including a commitment to cultural competence (in self and others)
- Available to work 15 hours per week

DUTIES & RESPONSIBILITIES

- Moderate several social media accounts including Facebook, Instagram, and Twitter
- Design promotional fliers
- Shoot and edit videos
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- Shoot and edit photographs
- Update website content
- Assist professional staff members with various marketing requests
- Other duties as assigned

ACADEMIC QUALIFICATIONS

- Minimum cumulative GPA of 2.50; 2.75 preferred
- Currently enrolled at the University of Arizona as an undergraduate student (minimum six units)
- Successful completion of at least one year of college (30 units or sophomore standing)

TRAINING, MEETINGS & RETREATS REQUIREMENTS

- Attend mandatory paid training sessions and/or retreats the week before the start of the spring semester. Overnight retreat will be August 14-15, 2020 and training will be August 17-21, 2020. Additional training dates may be added, as needed.
- Attend weekly or biweekly small team meetings
- Attend monthly all staff meetings on the third Wednesday of the month from 6:00 pm to 7:30 pm. These dates are 9/16/20, 10/21/20, 11/18/20, 2/17/21, 3/17/21, 4/21/21.
- Attending all training, staff meetings, and retreats is required; most meetings are 60 minutes.

PROGRAMS & EVENTS EXPECTATIONS

The Thrive Center houses many programs and services, which may or may not correspond with your direct role in the office. One of our expectations of all our employees is to "embrace an all hands on deck mentality." With that in mind, you may be asked to work a program in the evening or weekend. This request will be negotiated with your direct supervisor with the following in mind:

- Student staff will be paid for any program they work outside of their role in the office.
- Students are expected to work at least 12 hours per week but cannot exceed 25 hours per week.
- Exceptions will be made for academics (classes or instructor led review/study sessions).
- A calendar of events will be provided during the training informing staff of work commitments throughout the academic year.