

**TITLE:** STUDENT ASSISTANT (CORPORATE) **FLSA:** N/A

**REPORTS TO:** Director of Communications, Office of the Chief Growth Officer

**UPDATED:** MAY 2024

**PAY:** \$14.00 - \$16.00 PER HOUR

### POSITION SUMMARY

This student assistant will provide technical and administrative support for the Office of the Chief Growth Officer. Duties will include a wide range of support assignments, including learning to create and manage content for the Let's Grow Michigan social media channels (including Facebook, Instagram, X, LinkedIn, TikTok and YouTube). This position will include interaction with state departments, communications directors, and external partners. It is expected that the student will become familiar with division systems and procedures.

### DUTIES AND RESPONSIBILITIES

*(These duties and responsibilities are judged to be "essential functions" in terms of the Americans With Disabilities Act or ADA)*

In a learning capacity, assist with the following:

- Develop creative content for social media platforms including Facebook, Instagram, X, LinkedIn, TikTok and YouTube
- Take topics and turn them into social media content for public consumption
- Review, draft, send, or track various forms of correspondence including email, memos, and letters
- Use graphic design software to create content for social channels (Canva, InDesign, Illustrator, Photoshop, etc.)
- Use video editing software to create content for social channels
- Ability to work independently and collaboratively and prioritize multiple projects and tasks
- Special projects and initiatives as needed

The above statements are intended to describe the general nature and level of work being performed by a person in this position. They are not to be construed as an exhaustive list of all duties that may be performed by such a person.

### RECOMMENDED EMPLOYMENT QUALIFICATIONS

**EDUCATION:** Current enrollment in a college or university degree or certificate program specific to the area of opportunity or a related general field. Preferred majors: marketing, communications, journalism, or related field.

**EXPERIENCE:** No specific type or amount is required.

- Experience developing social media content preferred.
- Experience with graphic design and video editing software preferred.
- Working knowledge of current social media trends preferred.

#### OTHER KNOWLEDGE, SKILLS, AND ABILITIES:

*(To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)*

#### REQUIRED:

1. Ability to function with strong written and verbal communication skills.
2. Ability to maintain confidentiality of sensitive projects and information.
3. Ability to work in a team environment with strong listening skills.
4. Ability to maintain a good working relationship with all team members.
5. Proficiency in computer applications such as Microsoft Word, Excel, Project, Visio, SharePoint, and PowerPoint.

#### PHYSICAL DEMANDS:

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle, or feel; talk and hear. The employee is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus, especially due to concentration on a computer screen and small numbers.

#### WORK ENVIRONMENT:

The noise level in the work environment is usually quiet.

The qualifications listed above are guidelines for selection purposes; alternative qualifications may be substituted if sufficient to perform the duties of the job.