

Holy Cross College
Student Employment

Title: **Social Media Content Coordinator**

Department: Integrated Marketing and Communications

Supervisor: Matt Palmer, AVP of Marketing and Communications

Email: mpalmer@hcc-nd.edu

Schedule: Approximately 10 hours per week (flexible, based on projects and student's availability)

Rate of pay: \$15 per hour

Location: Integrated Marketing and Communications Office (Vincent Hall) and around campus

Job Purpose:

Help tell the Holy Cross story through the eyes of a student. This role is ideal for someone who enjoys social media, has creative ideas, and wants to gain professional experience in marketing and digital design.

Essential Job Duties

- Create engaging, student-centered content for Instagram and other platforms.
- Capture authentic campus life through photos, videos, and short interviews.
- Design branded graphics, templates, and digital assets for campaigns (experience with Canva or Adobe Creative Suite a plus).
- Be trained to use the Sprout Social platform.
- Brainstorm campaign ideas that drive student engagement.
- Collaborate with the IMC team to schedule posts and track engagement.
- Participate in creative projects such as photo shoots or mic'd-up videos.
- Perform other duties as assigned.

Minimum Education, Skills and Abilities:

- Currently enrolled Holy Cross student, any major.
- Familiarity with Instagram tools (Reels, Stories, filters, editing apps, etc.).
- Interest in digital design (portfolio examples encouraged).
- Creativity and a collaborative mindset.
- Willingness to learn content strategy basics (training provided).
- Dependability and ability to meet deadlines.