

Job Title:	Student content creator
Start Date:	August 19, 2024
Estimated End Date:	April 1, 2025
Hours of Work:	8 hours/week
Work Schedule:	Typically Monday to Friday, normally between the hours of 8:30am – 4:30pm
Hourly Pay Rate:	\$17.00
Pay Type:	Hourly Payments

Note: Although this assignment is expected to end on **April 1, 2025**, it may end prior to this date. Should this occur, you will be provided with the appropriate notice in accordance with the Ontario Employment Standards Act, 2000.

Assignment Summary

Reporting to the Communications Officer, Office of the Dean, Faculty of Public and Global Affairs (ODFPGA), the Student Content Creator will support the communications team in ODFPGA in producing content for the programs and units of the Faculty of Public and Global Affairs (FPGA).

Every week, the Content Creator will create two to three social media videos for ODFPGA purposes. This content often involves photography, videography, interviewing, writing, graphic design, and video and photo editing. The content is the property of the Faculty of Public and Global Affairs. Content Creators may be assigned plans to curate content for social media or tasked with developing their own plan.

Responsibilities include:

- Attend Content Creator meetings (10%)
- Film and edit minimum 2 social media videos a week (70%)
- Gathering of Analytics (10%)
- Special Projects and other duties as assigned (10%)

Skills:

Social Media Content Creation

- Videography and Photography
 - Knows filming techniques and styles for videography and photography
 - Knowledge of various camera settings
 - Knowledge of camera, lighting and audio equipment
 - Knowledge of editing software (Lightroom, Premier Pro, CapCut, etc.)

- Graphics & Presentation
 - Can create content using Canva and/or Photoshop
 - Can create message-specific content
- Platform-based knowledge
 - Knowledge of function and tools for:
 - Instagram + Meta Platforms
 - TikTok

People Skills

- Time Management
- Communication
- Organization
- Teamwork + Collaboration
- Innovation
- Reliability

Writing & Research Skills

- Caption Writing – knows how to write various captions
- Content Research – Research the programs and the messaging
- Generates effective and exciting content ideas

Knowledge & Experience

- Some familiarity with FPGA
- Student of or knowledge of FPGA unit/undergraduate programs
- Experience as an FPGA student or connections with the FPGA Faculty
- Content Creation experience is an asset

Due to the nature of this work, these assignments can be completed both on campus and remotely.

Content creators will be expected to use their own cell phone and laptop, but a microphone will be available to sign out.

Please submit a resume and examples of social media content to Eddie Benhin, Writing and Communications Assistant at eddie.benhin@carleton.ca. Deadline: August 12.