



Job Title: Holy Cross Student Influencer

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Job Description: The Office of College Marketing & Communications is seeking passionate, energetic and creative students to join our Student Influencer Program. As a Student Influencer, you will have the unique opportunity to represent Holy Cross' voice, showcase campus life, share your experiences and engage with our community through social media content. Through authentic storytelling and creative content, you will play a pivotal role in representing the college's spirit, mission and values.

Responsibilities:

- Create compelling and authentic content that highlights different aspects of college life, such as academics, extracurricular activities, campus events, and student organizations
- Attend brainstorming sessions every two weeks and provide content ideas for social media platforms including Instagram, TikTok, Facebook, and Twitter
- Take a hands-on approach in creating content, such as writing captions, taking pictures, editing/filming short videos for various platforms
- Attend campus events, lectures, sports games, and other campus activities to capture content for social media
- Comfortable speaking on/ off camera, interviewing other students, staff, and faculty alike
- Comfortable using personal device (iPhone) to capture content
- Ability to turn around trending or timely videos on a tight deadline (same day turn around occasionally preferred)
- Serve as a positive and enthusiastic ambassador for the College, fostering a sense of pride and excitement within the campus community
- Recognize trending topics, templates, and TikTok sounds
- Host Instagram Takeovers

Requirements:

- The applicant must be a current Holy Cross first year, sophomore, junior or senior
- Creativity and the ability to think innovatively about content ideas
- Excellent communication and writing skills
- Interpersonal skills; ability to speak effectively with peers and all levels of the college community
- Able to work independently and collaboratively when needed
- Positive attitude and enthusiasm for representing the College in a professional and respectful manner
- Strong passion for storytelling and content creation

- Detail-oriented
- Responsible and professional when working with sensitive and confidential information
- Uses social media (including Instagram, TikTok, Facebook and Twitter)
- Familiarity with making TikToks, Instagram Reels, and CapCut templates
- Familiarity with Google drive, docs, calendar

Preferred Skills, But Not Required:

- Graphic design interest and Canva experience
- Photography and/or DSLR experience

Benefits:

- Resume building experience
- Showcase your talent and creativity to a broader audience
- Experience hands-on social media marketing strategies and enhance professional skills
- Recognition across campus and social media for representing the College
- Opportunity to receive a letter of recommendation from Holy Cross Marketing staff with positive performance
- Free Holy Cross gear

Compensation: Student Influencers will be compensated on a per project basis at the rate of \$15.00/hour.

Number of Openings: The Office of College Marketing & Communications is currently seeking 4 students for this position.

Time Commitment / Program Duration: We are looking to hire students that are able to work during the academic year. Student Influencer hours may vary, but will need 1-2 hours available a week to work on social media content – some which include attending campus events. There will be biweekly meetings held to discuss content and report on assignments. Please note: students must be available for the entire 2023-2024 academic year. We prefer to hire students who will work with us from the date they're hired through their senior year.

To Apply: Please submit the following to Cierra Dubinsky (cdubinsky@holycross.edu)

- A resume
- A brief statement on why you're interested in becoming a Student Influencer at the College of the Holy Cross.
- Links or samples of your previous content creation work (e.g., social media accounts, videos, blog posts, etc.).
- Your social media handles