

Truett McConnell

U N I V E R S I T Y

Job Announcement

Job Title: Social Media Content Creator – Marketing and Communications Student Worker

Department: Marketing and Communications

Reports To: Director of Marketing and Communications

Pay Status: Non-Exempt

Position Status: Student Worker

Approved By: Brandi Wood

Position Summary:

The Marketing and Communications Student Worker, Social Media Content Creator, is responsible for capturing high-quality video content of campus events, students, faculty, staff, and facilities for use on university social media platforms (Instagram, TikTok, etc.), marketing, and the University website.

Knowledge, Skills, and Abilities:

Must be friendly and helpful in a customer-centered environment. Working knowledge of digital cameras, smartphone content creation, and basic lighting techniques. Proficiency with photo and video editing software such as Adobe Lightroom, Photoshop, Premiere Pro, and/or mobile editing apps (e.g., CapCut, InShot) preferred. Familiarity with Instagram and TikTok content trends, formats (Reels, Stories, short-form video), and best practices for engagement. Strong eye for composition, detail, and storytelling through images and video. Excellent time-management and organizational skills, with the ability to meet deadlines and manage multiple content assignments. Strong interpersonal and communication skills. Must be punctual, dependable, and willing to work occasional evenings and weekends to cover campus events.

Minimum Education & Experience Requirements:

Basic experience in photography, videography, and content editing is helpful but not required. Experience creating content for Instagram, TikTok, or other social platforms is a plus. Preference will be given to applicants with a portfolio of prior photography/videography or social media content work.

Application Submission Process:

Please submit completed TMU [student application](#) to:

Brandi Wood, Director of Marketing & Communications
bwood@tmu.edu

Deadline to submit resumes: Accepting applications until position is filled.

Truett McConnell University does not illegally discriminate against any individual for reasons of race, color, national origin, age, disability, or veteran status; however, the University may discriminate on religious grounds in its employment practices in order to fulfill its mission. It is the policy preference of Truett McConnell University to hire employees who are Christians, active in their churches and supportive of the goals of the University. Preferences in hiring exist for persons of the Southern Baptist faith. The University is also committed to building a more ethnic and racially diverse faculty.