



Student Content Creator

Department/Organization Name: Health and Wellness Services

Project Description: Key Responsibilities

- **Create and edit digital content** (graphics, videos, photos, social media posts, blogs, newsletters) to support wellness campaigns and programs.
- **Develop content ideas** aligned with the mission to promote physical, mental, and emotional health on campus.
- **Manage and post on social platforms** (Instagram, TikTok, YouTube) while maintaining brand voice and tone.
- **Collaborate with staff and student organizations** to highlight events, initiatives, and health resources.
- **Plan and execute marketing campaigns** that encourage student engagement in wellness activities.
- **Track engagement metrics** using analytics tools and adapt strategies based on data.
- **Apply inclusive and culturally sensitive communication** to ensure content resonates with diverse student populations.
- **Use creative tools** (Canva, Adobe Creative Suite) and photography/video editing skills to enhance storytelling.
- **Work independently and collaboratively** in a fast-paced environment while demonstrating excellent communication and organizational skills.

Desired Majors: SO/JR/SR, Any strong background in content creation

Approximate Length: Spring Semester (January-May), flexible hours, 10 hours per week

Format: In person

Payment: \$250 Student Scholarship



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Apply At: Shannon Merkey, Office Manager; Email: merkey@kutztown.edu