



Social Media Content Creator

Department/Organization Name: KU's University Relations

Project Description: The Social Media Micro-Intern will assist Kutztown University's Social Media Manager with creating short-form video content for Instagram and other university social platforms. The project will focus on student storytelling, campus life, and event coverage.

Project Tasks:

- Assist with a student interview video series highlighting student experiences
- Film and edit short-form videos for Instagram
- Capture content at on-campus events
- Help brainstorm video ideas and captions
- Edit videos and submit drafts for feedback

Student Learning Outcomes: Upon successful completion of this project, the student will:

- Gain hands-on experience in social media and video content creation
- Learn how to produce video content for higher education marketing
- Develop skills in filming, interviewing, and editing
- Build a professional portfolio of published social media content

Preferred Skills

Interest in social media, marketing, or communications. Experience creating and/or editing short-form video (phone editing acceptable). Familiarity with Instagram and current social media trends. Strong communication skills and comfort being on camera or interviewing others. Creativity, attention to detail, and willingness to take feedback. Reliable, organized, and able to meet deadlines.

Preferred Major: Sophomores, Juniors & Seniors, Marketing, Communication Studies, Public Relations, Marketing, Cinema, Television and Media Production, Communication Design, Animated Arts, Game Development, Professional Writing, Music Business, Social Media

Approximate Length: Spring semester (January - May). 20 - 40 hours

Format: Hybrid

Payment: \$10/hour

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