



Marketing/Social Media Responsibilities

- This student position will create content for the @TTUSUB social media accounts
- Must have a customer service attitude
- Must be creative and a self-starter
- Knowledge of Hootsuite and social media platforms
- Knowledge of Adobe Acrobat and Illustrator
- Photo Taking/editing experience
- Ability to quickly create graphics for events and social media while staying on-brand
- Post pictures & videos from events (some will be after-hours and weekends) onto our SUB accounts
- Create new content to promote the SUB
- Engage with followers and drive organic traffic using daily interaction and engagement (retweets, likes, etc.)
- Ability to communicate with a variety of people ranging from coworkers to fellow students to administration officials
- Attention to details like spelling and grammar in social posts
- Work hours will vary with event schedule
- Other duties as assigned
- Preferred qualifications: knowledge of Adobe design programs & video editing software

Application Requirements

With your application, please submit 3 original types of content that highlight any aspect of the Student Union Building (SUB) that incoming or current students need to know. All photos, graphics, videos, and/or captions should be your original creation. Copied work will not be considered.

1. Sample Carousel Photo Post

Look over our @TTUSUB accounts and then create a carousel post for a feature of the Student Union Building you feel we should highlight. Send a Word or PDF document showing at least 4 photos or graphics and an accompanying caption that would work as an Instagram carousel feed post.

2. Sample Instagram Story

Send a Word or PDF document showing a series of at least 3 slides that would serve as an original Instagram story promoting an upcoming event.

3. Sample Reel

Send one original Instagram reel video. The topic can be anything related to the Student Union Building or Texas Tech.

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