

303 Homestead Avenue  
Holyoke, MA 01040  
413.538.7000

Financial Aid Office  
P: 413.552.2150  
F: 413.552.2192

**Federal Work Study  
Job Description Form**

**Job Title:** Social Media Project Assistant

**Desired No. of Hires:** 1

**Department or Organization:** Integrative Learning Dept. (ILD)

**Address (Off campus only):** DON 270 @ HCC

**Supervisor:** Irma Medina

**Office:** DON 270

**Phone:** 413-552-2857

**Email:** imedina@hcc.edu

**REFERENCE/LOOK:** [www.hcc.edu/il](http://www.hcc.edu/il)

**Designee:** Kayla Ramos & Camille Close

**Office:** DON 270

**Phone:** 413.552.2928/413.552.2277

**Email:** kramos1@hcc.edu/cclose@hcc.edu

**General Job Description:** The student assistant will help promote departmental programs and events to enhance the IL programs. The goals are to implement the social media/marketing plans from the MKT 245 (CBL student projects) for the Learning Community, Honors, and Community-Based Learning Programs in the IL Department.

Under the direct supervision of the IL Director, the work-study student will assist with the academic programs under IL, including Honors, Learning Communities, and Community-Based Learning.

**Detailed List of Duties:**

1. Bring to life the student project plans created in the MKT 245 course.
2. Assist with social media management and content creation for the ILD based on the plans.
3. Develop and implement marketing materials such as flyers, posters, and email campaigns
4. Support event planning and promotion, including Spring 2026 course offerings from the IL programs.
5. Collaborate and communicate with departmental staff to gather information and highlight student success stories and work.
6. Prior approval is needed from the IL Director before anything is executed.

**Skills needed:**

1. Experience with social media and content creation software
2. Familiar with graphic design and editing
3. Willing to get familiar with the IL programs
4. Ability to work independently and as part of a team
5. Ability to communicate well, both orally and in written format
6. Ability to multitask, set priorities, manage time, and maintain a positive attitude

**Opportunities for Advancement:** Please list those duties an employee can expect to learn in terms of job growth, if rehired.

**Responsibility Involved:** Consider responsibility for direction of others, service to the public, equipment or materials used, and the amount of confidentiality required.

1. Maintaining a respectable and college-appropriate social media presence and promotional materials
2. Creating and scheduling social media posts
3. Developing marketing materials
4. Assisting with event planning and promotion
5. Collaborating with department staff
6. Reliable

**Amount of supervision required:**

**xRegular**

☐ Occasional ☐ Minimal

*Student employees are not permitted to work without any supervision.*

**Hours desired to cover (evening, weekend, etc.):**

**General campus office hours: Monday-Friday 8 am to 4pm**

**Cannot work during scheduled classes and the scheduled exam period**

**How to Apply:** Contact the supervisor/designee listed above.

**Completed and Submitted By:**

Irma Medina

ILD Director

7/17/2025