

Student Employment Job Description

Job Title:	Career Services Center Social Media & Marketing Assistant (CWS511/WPS511)
Department:	Grossnickle Career Services Center
Rate of Pay:	2026/27 AY \$15 per hour
Location:	Columbia College MO Hall 219 1001 Rogers St. Columbia, MO 65201
Posted Date:	August 31, 2026- August 21, 2027
Supervisor:	Amanda Wooden– Director
Purpose/Summary:	The Grossnickle Career Services Center Social Media & Marketing Assistant serves as the primary student representative responsible for promoting the Career Services Center through strategic marketing, social media, and campus outreach. This position plays a key role in increasing student awareness and engagement with Career Services programs, events, and digital career resources, including Handshake, Forage, LinkedIn Learning, and Parker Dewey. The assistant creates engaging marketing content, manages the Career Services social media platforms, designs promotional materials, assists with student surveys and outreach initiatives, and supports the marketing of major events such as the Mid-MO Small College Career Fair and Industry Weeks. This position is ideal for students interested in marketing, communications, public relations, or digital media who are passionate about helping fellow students succeed while gaining hands-on experience in social media management, marketing strategy, event promotion, and student engagement.
Essential Functions:	• Managing Instagram, Facebook, and LinkedIn by designing posts, scheduling posts, and creating/managing a social media calendar • Creating graphics and videos in Canva • Promoting Handshake, Forage, LinkedIn Learning, and Parker Dewey • Assist with increasing student engagement with Career Services • Marketing the Career Fair, Industry Weeks, workshops, and employer events • Designing flyers and digital promotions • Weekly CCTV designs/updates • Conducting and assisting with student surveys and collecting feedback • Tracking engagement metrics • Providing front desk support as needed, which includes greeting customers, answering phones, updating Handshake jobs and resources, posting marketing material on bulletin boards. • Full-fill additional responsibilities as assigned.

Qualifications:

- Current student at Columbia College (Day Campus). Strong verbal and written communication skills.
- Preferred majors: marketing, graphic design, business administration
- Experience using Canva and design software
- Experience with Instagram, Facebook, and LinkedIn preferred, but not required.
- Creativity and attention to detail in marketing and design work.
- Responsible, punctual, and able to work independently and as part of a team.
- Ability to fluently read, write and understand the English language.

