

# COLUMBIA RECREATION

COLUMBIA UNIVERSITY  
DEPARTMENT OF INTERCOLLEGIATE ATHLETICS AND PHYSICAL EDUCATION

<b>Job Title:</b>	Content Creator		
<b>Department:</b>	Physical Education and Recreation	<b>Wage:</b>	Starting at \$17.00/hour
<b>Location:</b>	Dodge Fitness Center	<b>Supervisor:</b>	Assistant Director of Recreation Operations

## Job Description

**Content Creators will assist in creating and producing marketing materials to help promote programming and events within the Department of Physical Education and Recreation.**

**Hours:** Weekly hours vary depending on departmental needs and activities. Minimum of 5 hours per week. Long-term projects are available.

Work Study accepted. Personal equipment may be required.

## Essential Duties and Responsibilities

- Work on a variety of projects that support Physical Education and Recreation. Projects include, but are not limited to, social media content, reels, videos, stylized photos, newsletters, digital ads, advertisements, and other promotional materials
- Maintain a consistent posting schedule and participate in meetings to ensure project goals are met
- Update templates and formatting for internal documents and presentations
- Maintain a consistent look and feel across all communication channels per University and Department branding guidelines
- Generate creative ideas for new materials, and manage final feedback from department supervisors
- Assist in event planning and execution that target community outreach and student engagement
- Complete other duties as assigned by the Director of Physical Education

## Required Qualifications

- Currently enrolled Columbia University Student
- Must have excellent time management skills
- Must be organized and able to work under tight deadlines
- Strong computer, writing, and editing skills
- Must be familiar with print and digital formats (JPG, TIFF, PNG, EPS, PDF, etc.)
- Experience with using social media for marketing such as Instagram and Facebook
- Must be able to multitask and work on projects that require communication and collaboration with different program areas