



## UTMM Graphic Design Assistant – Work-Study Program 2024 - 2025

### *Position Overview:*

This role is ideal for students with a passion for graphic design, looking to gain practical experience in a real-world setting. You will be able to photograph, film, and edit photos and videos to be distributed via UTMM channels. The position includes event coverage and producing authentic, inspiring content for our digital platforms.

### *Duties / Responsibilities:*

- Create social media content and graphics for **Instagram, Facebook, X (formerly Twitter) LinkedIn and YouTube;**
- contribute to the creation of engaging content for various channels including websites, newsletters, and digital screens;
- produce digital photographic and video documentation of Department events and content; and
- assist with tagging photos, organizing our digital photo album, and retrieving files when needed.

### *Knowledge, Skills & Abilities:*

- Basic understanding of marketing principles and communication strategies;
- working knowledge of **Adobe Creative Cloud** design software, **Canva**, and social media platforms mentioned above;
- proficient digital photography and video-recording skills required;
- ability to create visual content as part of informational/operational communications (e.g., video, photography);
- ability to edit and rework content into formats appropriate for digital communications platforms;
- ability to adjust working hours for special events, and may be requested to work weekend hours;
- research, identify and recommend best practices for digital content in the higher education sector;
- demonstrated ability to be self-motivated with the ability to think and act strategically, take direction, and show initiative;
- ability to work effectively both independently and as part of a team; and
- ability to problem solve effectively in an independent manner