

**Job Title:** Social Media Producer (Student Worker)

**Location:** Roy Howard Community Journalism Center, The University of Southern Mississippi (Hattiesburg Campus)

**Position Type:** Part-Time (20 hours per week, flexible scheduling)

### **About the Role**

The Roy Howard Community Journalism Center is looking for a Social Media Producer to manage and grow our digital presence. This role is perfect for students who are passionate about social media, digital engagement, and content creation. As a Social Media Producer, you will be responsible for managing the center's social media platforms, posting content, and engaging with audiences to expand our reach and impact.

### **Key Responsibilities**

- Manage and maintain RHCJC's social media accounts.
- Create and schedule engaging posts that promote the center's journalism and initiatives.
- Monitor audience engagement, trends, and analytics to optimize content strategy.
- Collaborate with reporters, videographers, and editors to share high-quality news content in engaging formats.
- Develop multimedia content (graphics, short videos, captions, and live updates) for social platforms.
- Engage with followers, respond to comments and messages, and foster community discussions.
- Experiment with new social media trends, tools, and features to enhance storytelling.

### **What We're Looking For**

- Strong understanding of social media platforms and trends
- Excellent writing and communication skills
- Creativity in crafting engaging digital content (graphics, videos, captions)
- Ability to analyze social media insights and adjust strategy accordingly
- Experience with Canva, Adobe Creative Suite, or social media scheduling tools (preferred)
- Interest in journalism, digital media, or marketing

### **Benefits of This Role**

- Gain real-world experience in social media management and digital storytelling.
- Build a strong portfolio of social media work for journalism or marketing careers.
- Work in a collaborative newsroom environment while experimenting with new content strategies.
- Develop skills in digital engagement, audience growth, and analytics tracking.

### **How to Apply**

- Interested students should apply at [www.rhcjcnews.com/jobs](http://www.rhcjcnews.com/jobs).
- We encourage applicants from all backgrounds to apply. No prior journalism experience is required — just a passion for storytelling and a willingness to learn!