

Social Media Ambassador **Job Description**

Overview:

The Social Media Ambassador will collaborate closely with the college's Digital Marketing & Social Media Specialist to capture photos and video content for our social media channels (Facebook, Instagram, TikTok). In this role, the ambassador will help promote student life events, clubs and college activities.

Benefits of being a Social Media Ambassador:

- Receive training in digital marketing and content creation. Gain valuable experience for your resume and portfolio
- Hybrid work with flexible hours that fit your class schedule
- Attend student life events for free (events that typically cost up to \$100 per ticket, including the Victoria trip, snowshoeing, bowling, etc.)
- Access to professional camera and essential editing tools (CapCut Pro, Canva Pro)

Basic Requirements:

- Must be a current Columbia College student and will be enrolled for the **Summer and Fall 2026** semester;
- Eligible to work in Canada and must have a valid Social Insurance Number;
- Good academic standing; not on Academic Probation (CGPA 2.0 or higher);
- No misconduct on record;
- Completed, or in the process of completing, 18 credits; **or** have an equivalent combination of training and experience;
- Completed ENG 100 with a minimum of C- grade (or in the process of completing, subject to final grade)
- Proficiency with Microsoft Office is considered an asset.
- Applicants must have access to a smartphone for this role.
- At Columbia College, we foster a culture of equity, diversity, and inclusion. It is important that our student assistants are supportive of our shared EDI values, including Indigenization, anti-racism, and LGBTQ2IA+ inclusion.

Note: Preference will be given to students who are eligible to work for two consecutive semesters.

Desired Skills and Experience:

- Creative, culturally aware, socially savvy, and attentive to detail.

- Have good work attitude, listen to feedback, on time when joining events.
- Passionate about social media content creation with a strong sense of videography and photography.
- Strong knowledge of social media, with a focus on TikTok and Instagram: trends and what plays well there.
- Ability to work independently and collaborate with staff and students from different backgrounds.
- Excellent communication skills, both verbal and written.
- Students must have access to a smartphone. Familiarity with professional camera equipment is a plus.
- Must be comfortable on camera for engaging interview videos with other students, as needed.
- Working knowledge of Cap Cut and other creative suites is an asset.

Please note: Career Services may contact other departments for reference check.

Primary Duties and Responsibilities:

- Create engaging video content showcasing student life events and activities for the college's social media channels (TikTok, Instagram Reels). Finding trending, engaging content ideas and collaborate with fellow students to produce them.
- Collaborate with various departments (Library, Student Services, SSA, SEA, Club leaders, etc.) to create reels that promote their events and initiatives as requested.
- Capture photos and videos at college events, typically scheduled around the student's class timetable (on days when the student is on campus).

Working Conditions:

Flexible schedule with a hybrid work arrangement: primarily remote with on-campus attendance required for occasional events.

Hours: Up to 10 hours per week.

Compensation: \$19.48/hour

Note: The student applicant's knowledge of social media content creation is considered a strong asset for this position. As part of the application process, you will be asked to demonstrate your skills by submitting **three reels** related to Columbia College or Studying in Vancouver. These may include content such as capturing a college event or student activity, a TikTok trend or interviewing staff, students, etc. Your submissions will be reviewed for evaluation.