

Form Name:	On-Campus Student Employment Job Description
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## On-Campus Student Employment Job Description

<b>Department/Location</b>	Esports
<b>Supervisor Name</b>	Andrew Ghataora
<b>Supervisor Email Address</b>	aghataora@annamaria.edu
<b>Supervisor Phone Number</b>	8046901296
<b>Are you actively hiring this position?</b>	Yes
<b>Position Title/Classification</b>	Student Digital Marketing Specialist
<b>Number of Hours Available per Week</b>	5
<b>Job Description</b>	<p>As a Student Digital Marketing Specialist, you will assist in developing and executing digital marketing strategies to enhance the visibility and engagement of the Anna Maria College Esports team. You will work closely with our Director of Esports and team members to create content, manage social media accounts, and support marketing campaigns.</p>
<b>Duties Performed</b>	<ul style="list-style-type: none"><li>• Develop engaging and visually appealing content for social media platforms, including graphics, videos, and written posts.</li><li>• Manage and monitor our social media channels (Twitter, Instagram, TikTok) to ensure consistent branding and active engagement with our audience.</li><li>• Assist in planning and executing digital marketing campaigns to promote upcoming matches, events, and team achievements.</li><li>• Track and analyze the performance of digital marketing efforts and social media insights to measure effectiveness and suggest improvements.</li><li>• Support the promotion of esports events, including creating event-</li></ul>
<b>Specific Qualifications</b>	Digital Marketing Major
<b>Special Application Instructions</b>	Interview and portfolio required
<b>Dates of Employment</b>	Full Academic Year