

Job Title: College Assistant- **Public Affairs Digital Media Assistant**

Closing Date: This position is open Until Filled (the review of applications to begin immediately)

Job Category: College Assistant (hourly)

Location: Fiterman Hall

City/Cities: NY, NY 10007

Position Type: Part-time, (maximum of 20 hours a week)

Salary: \$15.61

Job Description: **BMCC is currently seeking a part-time Digital Media Assistant to help create and deliver engaging and highly optimized digital content. The Digital Media Assistant will be responsible for assisting with photography, video production, social media, and managing the image database. The individual will work within the Office of Public Affairs and report directly to the Digital Marketing Coordinator for photography and video duties, shoot assignments, creative direction, and oversight**

Responsibilities include, but are not limited to:

Photography and Videography

- Capture candid and staged photographs and videos of college-related events, students, staff and faculty for use in marketing materials
- Help coordinate, interview, film and edit photos and videos
- Use various media including graphics, animations, data visualization, music and voiceovers to create professional-grade video content
- Assist in creating the final product using Adobe Creative Cloud and Premier Pro or other approved tools
- Use DSLR and Canon cinema camera equipment owned by Public Affairs
- Help maintain the College's digital assets, including uploading, tagging, and cataloging photos and videos
- Help transport and set up equipment such as cameras, microphones, studio lights, wiring, troubleshooting, etc.

Social Media

- Assist in creating the written captions, graphics, and video content to post on BMCC official social platforms (Instagram, Facebook, Twitter, TikTok, YouTube and LinkedIn)
- Help schedule social media posts in collaboration with the marketing team
- Assist with monitoring social activity, respond to messages, comments, and queries
- Brainstorm new ideas and keep up with social media trends, tools and features
- Use analytics tools to gauge the success of campaigns
- Other duties as assigned.

Qualifications:

- High School diploma or GED
- One year of work experience
- Good communication skills (both written and spoken)
- Commitment to 2 days a week on campus
- Comfort with online platforms, Microsoft Teams, Zoom, Spreadsheets, and Adobe
- Access to reliable internet and a private space to communicate confidentially with students when working from home
- Access to a personal laptop or a desktop

Training

- Help train interns and work-study students in video production, photography & graphic design.

Qualifications:

- Proficient using digital single-lens reflex (DSLR) camera, as well as production equipment and applications
- Strong portfolio in digital photography, photo and video editing
- Associate or bachelor's degree and a minimum of two years of experience in marketing, communications, advertising, or related field
- Demonstrate skills in digital media and social media content creation
- Strong computer skills required; specifically, proficiency with Microsoft Office (Word, Excel, PowerPoint, and Outlook); Adobe Create Suite (InDesign, Illustrator, and Photoshop) or similar programs; video editing software (Premier Pro), social media applications including Facebook, YouTube, Instagram, TikTok, Twitter, LinkedIn
- Ability to work on both PC and Mac platforms required
- Excellent verbal and written communications skills
- Strong organization and interpersonal skills

Preferred Qualifications:

- Working knowledge of graphic design
- Knowledge of Cinema Cameras and After Effects is a plus.
- Demonstrate organizational skills and proven ability to manage multiple projects simultaneously
- Ability to work independently and collaboratively in a fast-paced, demanding and complex work environment
- Detail-oriented, innovative and able to meet deadlines
- Ability to make sound judgments and show initiative
- Fluent in verbal and/or written Spanish
- Occasional night and weekend hours may be required

BENEFITS

CUNY offers a comprehensive benefits package to employees and eligible dependents based on job title and classification. Employees are also offered pension and Tax-Deferred Savings Plans. **Part-time employees must meet a weekly or semester work hour criteria to be eligible for health benefits.** Health benefits are also extended to retirees who meet the eligibility criteria.

How to Apply:

Candidates should email their cover letter and resume, **with the subject line:** Public Affairs Media College Assistant, application, to publicaffairs@bmcc.cuny.edu.

Required Work Schedule: 20 hours per week, Monday – Friday

EQUAL EMPLOYMENT OPPORTUNITY

CUNY encourages people with disabilities, minorities, veterans, and women to apply. At CUNY, Italian Americans are also included among our protected groups. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity. EEO/AA/Vet/Disability Employer.