

Job Title: College Assistant – Photography & Social Media Assistant – 07/22/2025

Job Title: Photography & Social Media - Digital Media Assistant
Job Category: College Assistant (hourly)
Closing Date: Open until filled (applications reviewed immediately)
Location: BMCC Public Affairs Department, Fiterman Hall
City: New York, NY 10007
Position Type: Part-time (up to 20 hours per week)
Salary: \$15.61/hour

Job Description:

The BMCC Office of Public Affairs is seeking a creative and detail-oriented Photography & Social Media Assistant to support content creation for the college's digital platforms. This part-time position is ideal for a skilled photographer with a strong visual eye and a passion for social media storytelling. The assistant will report directly to the Assistant Director of Digital Marketing and requires a commitment of two days per week on campus.

Responsibilities include, but not limited to:

Photography

- Capture high-quality candid and staged photographs of college events, students, faculty, and campus life
- Edit and organize photography using Adobe Creative Cloud
- Upload, tag, and manage photos in the college's digital asset database
- Assist with on-campus photo shoots and help transport and set up camera equipment

Social Media

- Create engaging written captions and graphics for BMCC's official Instagram, Facebook, Twitter (X), LinkedIn, TikTok, and YouTube channels
- Assist in scheduling and posting content in collaboration with the marketing team
- Help monitor and respond to social media messages and comments
- Stay current with trends, tools, and features across platforms
- Track engagement metrics using analytics tools
- Support campaign brainstorming and content planning sessions
- Other duties as assigned

Required Qualifications:

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

- High school diploma or GED
- Minimum 1 year of relevant work experience
- Proficiency with DSLR cameras and photo editing software (Lightroom, Photoshop)
- Experience with social media platforms and scheduling tools
- Strong verbal and written communication skills
- Working knowledge of graphic design tools
- Ability to work both independently and collaboratively
- Familiarity with Microsoft Teams, Zoom, and Adobe Creative Cloud
- Access to a laptop or desktop and reliable internet

Preferred Qualifications:

- Associate's or bachelor's degree in digital media, marketing, communications, or related field
- Experience using digital asset management platforms
- Experience working on both PC and Mac platforms
- Detail-oriented, innovative, and have strong organizational skills with the ability to manage multiple deadlines
- Ability to make sound judgments and show initiative
- Bilingual (Spanish) a plus
- Occasional evening or weekend availability 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:

Email your cover letter and resume to publicaffairs@bmcc.cuny.edu with the subject line: *Public Affairs Photography & Social Media College Assistant Application*.

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.