



Cummings Graduate Institute for Behavioral Health Studies
2111 East Baseline Road, Suite E1, Tempe, AZ 85283
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www.cgi.edu

Start Date: April 17, 2023

Position: Student Brand Ambassador

Reports to: Sr. Director of Marketing

Days: Flexible, see job description for details

Location: Remote

Ability to Work From Home: Yes

Employment Type: Research Assistant, stipend

Employment Classification: Student Worker

Compensation: \$400 tuition stipend (no cash value; one-time stipend)

Job Summary:

Provide social media video content for marketing purposes at Cummings Graduate Institute for Behavioral Health Studies.

Essential Duties and Responsibilities:

- The following deliverables are due over the course of the term:
 - Attend an orientation meeting/complete an orientation training at the launch of the term covering expectations for the role, compliance standards, brand guidelines, and content approval & posting process.
 - 10 short format videos (60 seconds or less) that will be posted on CGI's social media accounts.
 - Video content will focus on the student experience at CGI.
- This position will equate to 20 hours of work over the course of the 12 week academic term.
- Deadlines for video deliverables and revisions will be shared by the supervisor throughout the academic term.
- This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by the supervisor.

Minimum Requirements:

- Enrolled as a degree-seeking student at CGI in the Spring II 2023 academic term
- 1 year experience creating short form video content on social media platforms, including but not limited to TikTok and Instagram
- Working knowledge of self-recording and access to a smartphone with camera for recording content
- Strong interpersonal, oral and written communication skills;
- Ability to work autonomously and think entrepreneurially and provide feedback, idea, and support to the institution and other CGI team members

Computer Skills:

- Proficiency in the use of all MS Office and Google Drive products, cloud storage, social media, use of email and internet

Travel:

This position does not require travel.

Tuition Credit Requirements:

- The tuition credit will be applied to the students account on the first day of the Spring I 2023 term.
- The tuition credit has no cash value and cannot be cashed out or refunded to a student.
- Failure to complete the tasks assigned will result in a contract cancellation which will require the student to pay back the tuition credit to their student account.

Equal Employment Opportunity:

Cummings Graduate Institute for Behavioral Health Studies is an Equal Employment Opportunity employer. It is against Cummings Graduate Institute's policy for any employee to discriminate against an applicant for employment on the basis of age, color, disability, gender identity or expression, national origin, race, religion, creed, sex, sexual orientation, genetic information, pregnancy, as well as any other characteristic protected by state, federal or local law.

How to apply:

Complete and submit this application form by April 7, 2023 to be considered for this position:

<https://forms.gle/MEwBpbuUUN6RmGMx9>

Priority will be given to applications received by March 31, 2023. Applications will be reviewed on a rolling basis, as received. Positions may fill prior to the deadline.