



Work Study Job Description Public Information

Location: Public Information Department, Office 150

Name and Classification of Position: Public Information Student Assistant

Supervisor: Taylor Warnes

Rate of Pay and Expected Hours of Work: \$13.00/hour, 10-29 hours per week*

Employment Dates: July 1, 2022, through June 30, 2023

Eligibility: Must be Federal or State Work Study Eligible. Must be enrolled in 6 credits or more. Federal and State Work Study positions run from the first day of school to the last day of the semester of which you are attending. You may also work during the summer if you take 6 credits during the summer and/or sign an agreement that you plan to attend the next fall.

Purpose and Role of Job within the College:

The work study position in the Public Information Office is valuable as it increases the efficiency and productivity of the office. The student also helps reduce the risk of errors through reviewing and proofreading written information and visual images/brochures, videos, and digital communications distributed by the department. Often provides student representation at special events on campus.

Duties and Responsibilities:

- Drafting posts for the college's Facebook, Twitter and Instagram
- Taking photos of students/faculty/staff on campus
- Proofreading documents prior to publication
- General office filing, typing, and photocopying
- Assist in special event set-up and clean-up
- Represent FDLTCC at special events and activities; help with campus tours
- Research trends and gather information from other colleges
- Sort and maintain photo files; scan and archive items
- Help recruit students for photos and television ad shoots, assist in production
- Deliver/pick-up items as necessary
- Monitor inventory of imprinted premiums, assemble quantities as needed
- Write drafts of press releases; assemble mailings
- Other projects, activities, and tasks that need to be completed

Work on special projects and tasks as needed, including but not limited to:

- College web site/other e-communications
- Admissions/recruitment/department/program brochures
- Drafts of press releases, program sheets and other materials
- College catalog, student handbook, various brochures, posters, etc.
- Social media efforts of the college
- Photography and video projects
- Design posters, flyers and other college and special event promotional materials

Daily/Ongoing Tasks:

- Help monitor and update the college's social media sites: Facebook, YouTube, etc.
- Update newspaper clipping files/notebook
 - Trim edges, neatly print publication date and publication name on each article
 - Photocopy each story; place in sleeve in binders; use chronological order
 - May need to clean-up previous articles and files
 - Remove outdated postings from public areas on campus

Weekly/Ongoing Tasks:

- Review local/regional publications/online sources for articles on FDLTCC
 - Cloquet Pine Journal
 - Pine County Courier/Voyageur Press/others
 - Fond du Lac Newspaper/tribal publications
 - Duluth News-Tribune
 - Television news sites/others as necessary

Qualifications and Required Skills:

- Reliable
- General office work abilities
- Above-average English grammar skills and writing ability
- Interest or knowledge of visual and graphic design
- Personable, good fit for position

Learning Objectives:

The student assistant in the Public Information Department will learn how a public relations, marketing, and communication department functions, the tasks the department is responsible for at the college, and how to produce quality publications and marketing materials. The position is well-suited for a student interested in the business-marketing communications field, graphic design, photography, video, journalism, composition, or publishing. The student will experience a wide range of topics, projects, and learn processes and timelines to produce professional quality work. The student will have the opportunity to build a portfolio of work and completed projects.

After checking with the financial aid office for eligibility, interested students should email Taylor Warnes at taylor.warnes@fdltcc.edu with:

- Availability
- Your contact information
- Previous work experience

* Schedules and evaluations will be discussed with your supervisor. See the financial aid office and [Work Study Handbook](https://fdltcc.edu/PDF/WorkStudyHandbook.pdf) (<https://fdltcc.edu/PDF/WorkStudyHandbook.pdf>) for more information.

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