

Life at Olivet Brand Ambassadors



Position Overview

Life at Olivet (LAO) Brand Ambassadors serve as the face and voice of campus life on social media, creating engaging content that fosters school spirit and student engagement. As key members of the Office of Student Life, they assist in developing and executing social media strategies that represent the student experience.

Eligibility Requirements

1. A current undergraduate student in good academic and disciplinary standing
2. Maintain a minimum 2.7 cumulative GPA
3. Profess Jesus Christ as Lord
4. Committed to living a consistent life of Christian witness on and off campus, representing Christ and Olivet

Preferred Qualifications

- Creative, social media-savvy, and comfortable on camera.
- Familiar with Instagram, TikTok, Canva, and basic video editing.
- Self-motivated, organized, and able to follow a content calendar.
- Basic understanding of branding and engagement.
- Photography, videography, or design experience is a plus.

Focused Efforts

- Capture and share engaging photos, videos, and stories.
- Attend, document, and share about campus happenings.
- Work with the Student Life team on creative campaigns.
- Interact with students through comments, messages, and trends.
- Track performance and provide feedback to improve engagement.
- Promote positivity, gratitude, and faith-based values in all content.
- Assist at campus events as requested.

Reporting

Office of Student Life

- Dean of Student Life, Kathy Steinacker
- Director of Student Involvement, Chelsea Speas
- Multi-Media Creative Assistant

Standing Meetings

- Director of Student Involvement, Chelsea Speas
- Multi-Media Creative Assistant, student position
TBD

Compensation

Compensation is \$15 per hour with flexible part-time hours that must be prioritized. Project assignments depend on availability, skills, and initiative.

Additional Notes

Ambassadors collaborate with university staff to ensure content aligns with the university's mission.

Provides hands-on experience, mentoring, career development, and training.

Job responsibilities may evolve, with any changes communicated in advance.