Job Title:	MarCom TikTok Content Developer
Hours per week:	Flexible (not to exceed 20)
Number of positions:	2-4
Length of Employment:	March 1, 2021 – May 14, 2021
	(Academic progress <u>must</u> be met every semester to continue)
Pay rate:	$8.00
Supervisor Name:	Eric Davis
Method of Contact:	eric.davis@iaia.edu
Department Name & Code:	MarCom 123
Location:	**Virtual**
Classification:	Federal/State or Institutional Work-Study
Employer Name/Address:	IAIA 83 Avan Nu Po Road, Santa Fe, NM 87508

Purpose/Role:
MarCom TikTok Content Developers will create a minimum of 6 :30-:45 approved videos per week to be posted to the IAIA TikTok page by MarCom Social Media Specialist.

Job Description/Responsibilities:
- Workers will take input from MarCom staff as to concept, direction, etc.
- Videos to be reviewed to determine approval
- Videos should be 30 - 45 seconds in length
- Videos should be in color
- Videos should be of students doing an activity (walking through campus, Dancing, Playing, etc.) or talking to the camera
- Topics:
    - art,
    - writing
    - acting
    - what you love about IAIA
    - going to school in a pandemic
    - where you're from
    - your goals
    - daily life on campus
    - interacting with your Zoom class
    - getting food/snacks in the cafeteria
    - views of and from campus
    - Short tutorials of your work/art
    - calming videos - how you relax, walking, meditating, etc.

General Qualifications:Possession of a mobile phone or other electronic device with a motion picture camera, ability to create and deliver video content on a regular basis

Evaluation Procedure(s) and Schedule: Work-Study Performance Evaluation form provided in IAIA Work-Study Manual for Students (page 14).