GENERAL INFORMATION
New Student Programs, a unit within the division of Student Affairs and the Dean of Students, offers students, families, the campus, and community various opportunities to connect during the various transitions throughout the Saluki experience. By providing these connections, New Student Programs helps facilitate the integration of students and families into the intellectual, cultural, and social climate of Southern Illinois University and the greater community.

MEDIA TEAM STAFF DESCRIPTION
New Student Programs will select dynamic undergraduate students to serve on the NSP Media Team. Under the direction of the NSP Media Coordinator, the NSP Media Team will assist with media efforts for New Student Programs, including: filming/photographing NSP events, creating promotional and training videos, creating and distributing flyers and announcements, and posting from SIU social media accounts. The Media Team will be gathering footage of New Student Orientation, Saluki Startup/Weeks of Welcome, Saluki Sprint, retention programming, Saluki Family Weekend, Saluki Family Association, and other programs.

GENERAL RESPONSIBILITIES
The Media Team’s general responsibilities include:
- Assist with filming of New Student Programs events throughout the year, including but not limited to: New Student Orientation, Saluki Startup, Weeks of Welcome, Saluki Family Weekend, Dinner in the Dale, staff trainings, transition and retention programs, student engagement activities, etc.
- Assist NSP Media Coordinator with compiling and editing photos and footage for promotional videos, training, and educational modules
- Promote and attend Media Team meetings, staff trainings, and staff retreat as needed
- Complete all required trainings to remain employed by New Student Programs
- Serve as a role model and professional representative of New Student Programs and SIU during all programs and events by displaying mature and responsible behavior
- Assist in providing a welcoming campus experience for students and their family members/guests
- Other duties as assigned

QUALIFICATIONS
NSP Media Team members must meet the following qualifications unless otherwise approved:
- Experience in one of more of the following areas: photography, videography, photo/video editing, social media, marketing, graphic design, and/or website management
- Must be enrolled as a student at SIU Carbondale – 6 or more credit hours in the fall and spring semesters
- Must be available for Saluki Startup, Weeks of Welcome, Saluki Family Weekend and New Student Orientations during the summer and fall 2019 semesters (see dates listed below)
  - New Student Orientations:
    - Monday, April 29
    - Monday, May 20
    - Friday, May 31
    - Friday, June 7
    - Friday, June 21
    - Saturday, June 22
    - Friday, July 12
    - Saturday, July 13
  - Saluki Startup Leader Training: August 13 – 14, 2019
  - Saluki Startup: August 15 – 17, 2019
- Weeks of Welcome: August 18 – September 28, 2019
- Saluki Sprint: TBD – first home football game
- Saluki Family Weekend: TBD

- Must attend the staff retreat: Saturday, March 2 – Sunday, March 3, 2019
- Must be available to work from January 2019 – December 2019 (including June, July, and August)
- Hours may fluctuate based on needs of department
- Preferred but not required – Mass Communications and Media Arts student or related major
- Preferred – familiarity with and access to DSLR camera and/or GoPro

**EXPECTATIONS**

The Media Team must demonstrate the following traits:

- Accept the responsibility of being a student leader and follow the expectations set by New Student Programs
- Critical thinking and problem-solving skills
- Pay attention to detail and double-check all work
- Creative and fun
- Ability to work long hours on your feet
- Demonstrate initiative and the ability to work independently
- Manage multiple deadlines and projects
- Ability to manage time and work effectively and efficiently
- Ability to work in a team environment
- Strong interpersonal and communication skills and the potential to further develop
- Demonstrate professionalism at all times
- Arrive to work on time with a positive attitude
- Knowledge of and commitment to the mission of SIU and the goals of New Student Programs
- Adherence to guidelines set forth by New Student Programs, especially those involving student confidentiality
- Ability to address concerns in a timely manner to NSP supervisors
- Interest in working with diverse groups of staff, new students, family members/guests
- Possess a sincere desire to help students succeed at SIU
- Willing to learn to relate to individuals from diverse backgrounds
- Strong desire to learn about all of the resources, services, opportunities, policies and staff at SIU

**POSITIONS**

There are four various positions within the NSP Media Team: videographer, photographer, animator/graphics, and social media content creator.

**VIDEOGRAPHER**

Based on the coverage schedule created by the Media Coordinator and the Social Media Content Creator, the videographer(s) will be gathering video coverage of various New Student Programs and SIU events. The videographer(s) will take that footage and edit different videos about New Student Orientation, Saluki Startup events, Weeks of Welcome events, and more. Position specifics include:

- Preferred access to DSLR camera and lenses
- Experience with filming events
- Experience with video editing
- Familiarity with Adobe Premiere Pro, Final Cut X, or another video editing software
- Develop new engaging and fun video ideas that will promote the New Student Programs mission and events

**PHOTOGRAPHER**

Similar to the videographer(s), the photographer(s) will be taking photos of various New Student Programs and SIU events as determined by the Media Coordinator and the Social Media Content Creator. The photographer(s) will be responsible for editing those photos. Position specifics include:

- Preferred access to DSLR camera and lenses
- Experience with photographing events
- Experience with photo editing
• Familiarity with Adobe Lightroom, Adobe Photoshop, or another photo editing software
• Capability to create visually engaging photos to be utilized on social media and various marketing efforts

ANIMATOR/GRAPHICS
The NSP Animator and Graphic Creator will be responsible for creating intros and outros for all New Student Programs videos. They will also create closed captions for all videos that are created. The NSP Animator will occasionally capture footage of events with the GoPro, but that is only if more staff is needed. Position specifics include:
• Familiarity with Adobe AfterEffects or another animation software
• Experience creating closed captions for videos
• Preferred familiarity with DSLR cameras or GoPros

SOCIAL MEDIA CONTENT CREATOR
The Social Media Content Creator will be directly responsible for creating and managing the social media coverage schedule for New Student Programs. They will select and attend various events that encapsulate New Student Programs message and post on NSP social media. The Social Media Content Creator will work with the Media Coordinator to coordinate Snapchat takeovers with SIU University Communications on Orientation days and during Saluki Startup. Position specifics include:
• Must have cell phone with acceptable specifications (at least 8-megapixel rear-facing camera and at least 4-megapixel front-facing camera)
• Create various graphics and posters to post on social media
• Increase followers on NSP social media platforms
• Share and repost SIU and community posts related to the mission of New Student Programs and SIU
• Develop methods to use social media to provide feedback on events and programs
• Highlight SIU and NSP staff on social media accounts
• Engage with followers on SIU social media accounts in adherence with the NSP social media engagement plan and University Communications guidelines
• Monitor and record all social media growth and metrics

RENUMERATION
• Hourly rate based on Student Employment pay scale
• Some meals during New Student Programs’ initiatives and programs, training, and other work events
• NSP staff shirts/polo (to be worn with designated pants/shorts/skirt and shoes, not provided by NSP)

BENEFITS
• Gain leadership development, as well as teamwork and public speaking skills
• Network with SIU administrators, faculty, staff, and others
• Build strong relationships with incoming students and other NSP Staff
• Gain knowledge of the resources, services and opportunities provided at SIU

APPLICATION PROCESS
To apply for a Media Team position, please go to nsp.siu.edu/leadership_employment. Applicants will also be required to have reference contact information submitted for two full-time staff members of Southern Illinois University Carbondale. You also need to complete a profile on Higher Touch, if you have never done so, and apply for the Orientation Leader position through Higher Touch. The steps are below:
To Create a Profile:
1. Go to https://jobs.siu.edu/view-all-jobs--student
2. Click on “Click Here to get Started”
3. Enter all personal and contact information and click “Save”

Once you have created a profile, you can follow through with a few more steps, listed below:
1. Scroll down and find “For Student Click HERE to complete the application forms.” Click on the HERE button.
2. Under Student Initial Application Materials you will find “Employment Application – Student”
3. Click on “start” under the action heading next to the Employment Application – Student
4. Complete this application in totality by filling out each page and clicking “save and continue” after.

Questions about the Orientation Leader position and application process should be directed to the New Student Programs office at 618/453-1000 or orientation@siu.edu.