

Rowan–Virtua Health College of Medicine & Life Sciences

Job Description

Job Title: Media & Communications Ambassador

Department: Admissions

Location: Admissions Office, Suite 162

Building: Academic Center

Reports To: Marissa Collins

If interested, please email [Marissa Collins] at collinsmm@rowan.edu

Use subject format: Last Name: Federal Work-Study Candidate Example: Smith- Federal Work-Study Candidate

Students may not hold more than one Federal Work-Study position at the same time

SUMMARY:

The Admissions Media & Communications Student Worker supports the Office of Admissions in developing engaging, informative, and mission-aligned content that highlights Rowan-Virtua School of Osteopathic Medicine. This position will help showcase the institution's academic programs, faculty expertise, research initiatives, clinical training opportunities, community partnerships, events, accomplishments, and institutional priorities to prospective students, applicants, and their families, as well as current medical students.

The student worker will build relationships and collaborate with individuals and departments across Rowan-Virtua SOM and the broader university and clinical network to identify compelling stories and content opportunities that reflect the school's mission and impact. The position will involve attending institutional events, gathering information, conducting interviews, capturing photos and video, and developing content for Admissions communications, marketing materials, social media platforms, and much more.

The ideal candidate is a strong communicator who is curious, creative, organized, and comfortable engaging with a wide range of stakeholders across the institution. This position provides an opportunity to contribute to the visibility and reputation of Rowan-Virtua SOM by helping communicate the school's mission, values, and impact.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Develop engaging content that highlights the medical school's programs, faculty, staff, students, alumni, events, achievements, research, community involvement, and student experience.
- Interview students, faculty, staff, alumni, and other members of the medical school community to develop stories and features.
- Maintain an organized collection of photographs, videos, interviews, story ideas, and other media assets for Admissions use.

- Collaborate with Admissions staff to develop a content calendar and plan communications around key admissions milestones, events, and initiatives.
- Ensure content is accurate, professional, inclusive, and consistent with the medical school's mission, values, and brand.
- Obtain appropriate permissions and follow institutional policies related to photography, video, student privacy, and use of images.
- Perform other related duties and special projects as assigned by the Office of Admissions.

QUALIFICATIONS:

- Be a current **Rowan–Virtua Health College of Medicine & Life Sciences** student in good overall academic and financial standing.

DESIRED SKILLS OR EXPERIENCE:

- Current medical student in good academic and professional standing.
- Strong written and verbal communication skills.
- Excellent interpersonal skills and the ability to build positive relationships with individuals across a medical school and university community.
- Creative, curious, and proactive approach to identifying and developing stories.
- Strong interest in storytelling, media, communications, marketing, social media, or public relations.
- Experience creating content for social media platforms, particularly Instagram, Facebook, LinkedIn, TikTok, or similar platforms.
- Experience with photography and/or videography, including the ability to capture high-quality photos and short-form video.
- Familiarity with video editing, graphic design, or content creation tools such as Canva, Adobe Creative Suite, CapCut, or similar platforms.
- Ability to conduct professional interviews and translate conversations into engaging written or visual content.
- Strong organizational skills and attention to detail.
- Ability to manage multiple projects, meet deadlines, and work independently.
- Comfortable communicating with students, faculty, staff, administrators, and other members of the medical school community.
- Ability to represent the Office of Admissions and medical school professionally at events and in communications with prospective students and families.
- Understanding of the medical student experience and the ability to communicate that experience in an authentic and relatable manner.
- Ability to exercise sound judgment when handling student, faculty, and institutional information.
- Knowledge of or willingness to learn institutional branding, accessibility, privacy, and social media guidelines.