

Job Description (Student Position): Community Outreach Assistant

Employer: AIMC Berkeley

Reports to: Dean of Students

Job Purpose: To assist with content creation for AIMC Berkeley's blog, social media, & newsletters

Pay Rate: \$20/hr, 5 hours per week, flexible schedule

Job Type: Remote

We are seeking one or two passionate and creative Community Outreach Assistants to join the AIMC team. The ideal candidates are talented storytellers with a flair for creating engaging content. They are excited to turn their notes or experiences in school & in the clinic into engaging content that can inform the public about the gifts and strengths of Acupuncture & East Asian Medicine or to connect with our Alumni through the AIMC Berkeley Instagram and Facebook accounts. Once they have approval for an idea, they can take it and run with it. They love to make things look polished & see an idea all the way through to fruition. They are curious or knowledgeable about how to analyze digital outreach success. They have experience with writing, marketing and communications, or digital design. This role requires a combination of excellent communication skills, marketing knowledge, and organizational abilities to effectively connect with our patients, prospective students, Alumni, and local wellness-curious community.

Responsibilities can be divided amongst Community Outreach team members to effectively highlight and grow each team member's skills. In any iteration, this position will primarily focus on content creation, communications, and outreach to engage with our existing communities and increase local and digital brand awareness. Day-to-day work could include blog writing, social media content creation, newsletter & email campaign writing, flyer and poster design, and direct outreach to Alumni and local businesses & organizations.

Community Outreach Team Responsibilities:

1. Develop and execute digital content strategies for newsletters, email campaigns, and social media platforms.
2. Create engaging and compelling content, including blog posts, articles, infographics, videos, and social media posts, to drive community engagement and outreach.
3. Manage and maintain the content calendar to ensure timely and consistent delivery of content across various platforms.
4. Conduct research on community interests and best practices to optimize content strategies.
5. Collaborate with the Community Events Assistant & Health & Wellness Programming Coordinator to plan, organize, & promote local in-person events, including venue selection, vendor coordination, budget management, and logistics.
6. Coordinate with internal stakeholders and external partners to promote events and increase participation through digital channels.

7. Monitor and analyze the performance of digital content and event outreach efforts, providing insights and recommendations for improvement.
8. Engage with the online community through social media platforms, responding to comments, messages, and inquiries in a timely and professional manner.
9. Collaborate with cross-functional teams to ensure community outreach efforts align with overall marketing objectives and company values.

Qualifications:

- Strong writing & communication skills
- Time-management skills
- Ability to work independently
- Collaborative & curious attitude
- Experience with or willingness to learn basic WordPress & Mailchimp functionality
- Social Media user, especially Facebook and/or Instagram

Priority will be given to students who qualify for the Federal Work Study program.