

# New Student & Family Programs Communications Fellow Job Description

## New Student & Family Programs Mission

The mission of New Student & Family Programs is to provide new undergraduate students the information and activities needed to transition smoothly to the University of North Carolina at Chapel Hill, and to promote an on-going relationship between the families of all Carolina students and the University in support of their students' success at Carolina.

## New Student & Family Programs Core Values

**Learning:** *Facilitate the student academic experience*

**Student Success:** *Provide support through transitions*

**Inclusivity:** *Cultivate an inclusive campus community*

**Collaboration:** *Foster community connections with internal and external partners*

**Communication:** *Communicate expectations, services, and resources*

**Leadership:** *Promote leadership and engagement opportunities*

## Position Description

The position of Communications Fellow is a part-time position within New Student & Family Programs (NSFP). The Fellow will enhance office communications with new students and families, including, but not limited to online newsletters, social media accounts, and website management. The Fellow will assist with managing the production of our various digital and print publications. The Fellow will also play a role in student leadership activities including recruitment, selection, and training. They report directly to the Associate Director of Family Programming and Communications.

## Learning Outcomes

The NSFP Fellow position is intentionally designed such that upon completion of the appointment, students will...

- Gain first-hand experience in supporting and managing student leaders.
- Create and implement leadership, educational, and social initiatives.
- Obtain experience in working with a team of professional staff, fellows, and student workers in a fast-paced environment.
- Enhance their verbal and written communication skills in various settings with multiple constituents.
- Apply their understanding of their personal strengths, skills, values, and identities to their work in this role.
- Identify multiple possible outcomes of a decision/plan while generating specific, evidence-based solutions when addressing an issue or task.
- Cultivate an environment that is supportive and welcoming by advocating for and executing inclusive practices and initiatives.
- Collaborate with various campus partners to address the needs related to first-year students, transfer students, and family transitional experiences.
- Prioritize, to manage multiple tasks and responsibilities effectively and efficiently.
- Articulate how contributions in role relate to career aspirations.

## Qualifications

- Exhibits advanced foundation of content knowledge of the University of North Carolina at Chapel Hill and NSFP
- Demonstrate the ability to solve problems, take initiative, and manage conflict.
- Demonstrate interest in advancing skills learned from former new student leader position(s).
- Exhibit good teamwork, communication, and interpersonal skills.
- Demonstrate respect for the diverse Carolina community and exhibit a desire to work well with a diverse group of students, staff, faculty, administrators, new students, and new family members.
- Exhibit leadership potential, professional demeanor, strong work ethic and willingness to accept responsibility.
- Abide by all University policies and civic laws.
- Preferred role-specific qualifications:
  - Experience creating photo, video, and graphic content.
  - Some level of fluency with editing software, including, but not limited to Canva, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, and any other tools to manage these types of projects.
  - Experience using and managing a multitude of social media platforms.

## Conditions of Employment and Job Responsibilities

### I. Conditions of Employment

- a. Academic Standing
  - i. Must be a full-time undergraduate student, have a minimum 2.5 GPA and be in good disciplinary standing with the University.
- b. Supervision
  - i. Will be directly supervised by the Associate Director (if vacant, this will be determined prior to your start date).
- c. Length of Position
  - i. The duration of the position will be August 2025 – May 2026.
  - ii. Fellow for Communication will work approximately 10 hours per week in the NSFP Office. These hours must be scheduled and approved by the Associate Director.
  - iii. Summer (May – July) employment is possible and will be discussed on an individual basis with your supervisor.
- d. Conduct
  - i. This position carries an obligation to conduct themselves in a manner appropriate to their position as a representative of the University and to live and work in accordance with, uphold, and abide by all University policies and regulations. Any violation of these policies will be reviewed and addressed on a case-by-case basis and may result in immediate termination.
- e. Email Communication
  - i. Per University HR Policy, all faculty, staff, and student-employees must use University-owned, managed, or approved email addresses for all work-related email correspondence (i.e., email accounts that end in *unc.edu*). All faculty, staff and student-employees must maintain a university email address in the campus directory; faculty, staff, and student-employees may not automatically forward email from campus email systems to external non-University managed email systems (such as *Yahoo*, *Gmail*, *Hotmail*, etc.).

### II. Job Responsibilities

- a. Publication support: Assist in the development and management of the production of our various digital and print publications.
  - i. The Best Heel Forward (print)
  - ii. The Carolina Family Calendar (print)
  - iii. Resource information delivered via nsfp.unc.edu website
- b. Content development: Lead efforts to create content for a variety of digital and print communications channels.
  - i. Capture and edit photo and video to enhance communications efforts.

- ii. Writing blog-style posts for digital newsletters and online news portal for student and family audiences that sustain readers' curiosity and create buzz around campus life and family support.
  - iii. Writing, editing, and proofreading content for digital and print publications.
  - iv. Conduct live and recorded interviews of campus experts to deliver educational content to families and students.
  - v. Creating engaging text, image, and video content for NSFP social media accounts
- c. Communication Planning: Work with the Coordinator and Associate Director of Communications and Family Programming to pre-plan communication efforts, then prioritize and schedule those messages throughout the calendar or academic year.
  - i. Help develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- d. Communication Evaluation and Assessment:
  - i. Suggest new ways to attract prospective followers, like promotions and other engagement activities.
  - ii. Stay up to date with changes in all social and communication platforms we are using.
- e. Student Leadership:
  - i. Assist with recruitment, selection, and training of NSFP Student Leaders
  - ii. Assist with coordination and implementation of the NSFP Student Leadership Retreat which takes place each year (typically the 3<sup>rd</sup> or 4<sup>th</sup> weekend, tentatively January 24-25, 2026).
- f. Responsibilities also include participation in professional developmental opportunities, monthly meetings, maintaining regular office hours, serving as a contributing member of the NSFP staff.
- g. Other administrative and logistical development for the mission of NSFP to support events and all other programs sponsored by NSFP.

### **Compensation**

- III. Pay rate is \$15.00 per hour for agreed upon 8-10 hours per week.