



Office of
Student Financial Aid
UNIVERSITY OF WISCONSIN-MADISON

Job Description
Communications Specialist

Department Overview:

The Office of Student Financial Aid helps students learn about funding sources, such as grants, loans, work-study, scholarships, and part-time employment. The office receives the Free Application for Federal Student Aid (FAFSA), determines financial aid eligibility, processes/disburses financial aid to student accounts, adjusts offers when needed, and advises students regarding financial aid and money management.

The Communications Team is the media hub for the office. We manage the office's social medias platforms. In addition, the team works to create promotional materials, print pieces, and digital signage for office and campus events.

Qualifications:

Applicant must be:

- Eligible for Federal Work-Study
- In good academic standing
- Able to work 10 hours/week in the school year; up to 20 hours/week in the summer

Preference will be given to those:

- With prior knowledge of and/or experience with financial aid – **especially current financial aid recipients!**
- In a marketing, communications, journalism major or a related field.
- Who are experienced with
 - social media platforms (Facebook, & Instagram), especially reel and story creation (i.e. short videos)
 - Canva
 - Adobe Creative Cloud applications
 - WordPress or WiscWeb, and
 - Microsoft applications (Outlook, Teams)

Job Duties & Responsibilities:

- Update and maintain the OSFA social media accounts (Facebook & Instagram) with financial aid-related content and events and monitor interactions and engagements.

- Create videos to be used in reels and stories to engage with our online audience.
- Get creative opportunities to design inclusive print and electronic materials using Canva & Adobe Creative Cloud applications. This includes managing OSFA's streaming TV content with reminders, advice, upcoming events, and other important information.
- Learn the intricacies of applying for and receiving financial aid from the trenches and gain real-world experience to build your future portfolios.
- Improve your organizational and time management skills while still keeping project completion on time.
- Work with an amazing team of both students and professional staff members in both OSFA and partnering campus offices.

Knowledge, Skills, & Abilities:

- Experience working with various social media platforms, video creation and editing, copywriting/editing, proofreading, marketing strategies, and customer service.
- Able to communicate effectively and persuasively to a wide spectrum of audiences
- Able to handle sensitive topics while complying with FERPA & other confidentiality requirements

Anticipated Schedule:

Flexible schedule during office hours (8:30 am - 4 pm M-F) with an occasional evening event.

Anticipated Hours:

Up to 20 hours in summer, 10 hours per week during fall/spring semesters

Compensation:

\$12/hour with the possibility for raises based on performance.

Supervisor:

Karla Weber Wandel, Communications Manager