



Master of Science in Global Supply Chain Management Program

Student Worker Job Description

Job Summary: The Master of Science in Global Supply Chain Management Program is looking for a detail-oriented and creative student worker to join our team. This role offers a unique opportunity to demonstrate both marketing innovation and detail-oriented operational skills.

The position will play a key role in enhancing the program's visibility and engagement through strategic social media management and digital marketing initiatives. The ideal candidate is highly creative, detail-oriented, and passionate about content creation, storytelling, and brand building. This individual will be responsible for developing compelling content, capturing student experiences, and promoting the program to prospective students through innovative marketing strategies.

In addition to marketing responsibilities, the student worker will provide administrative and operational support to ensure the success of program initiatives and student engagement efforts. This individual will also assist with program emails, event planning (Orientation, Commencement, etc.), managing student files, and updating student tracking reports and Welcome Websites for the program office. The student worker will be assigned various administrative duties pertinent to the success of the Master of Science in Global Supply Chain Management Program.

Responsibilities:

Social Media & Marketing:

- Manage and execute the program's social media strategy across platforms (e.g., Instagram, LinkedIn, etc.)
- Develop creative and engaging content, including posts, reels, and short-form videos to increase program visibility and engagement
- Capture high-quality photos and videos at student events, classes, and program activities
- Edit and produce video content showcasing student experiences, events, and program highlights
- Conceptualize and implement campaigns to generate interest and attract prospective students
- Design marketing materials such as flyers, digital graphics, and promotional assets
- Collaborate with the program team to ensure consistent branding and messaging

Program & Administrative Support:

- Assist with admissions and recruitment efforts, including responding to prospective student inquiries
- Manage and update student tracking systems and program databases (e.g., Excel reports)
- Support event planning and execution, including Orientation, Commencement, and recruitment events
- Maintain and update program websites and digital content
- Respond to program office emails and assist current students as needed
- Coordinate with other university departments on program-related initiatives
- Manage student survey data by downloading, organizing, and accurately updating program tracking reports and databases

Additional Requirements:

- Must be available to work in person during the summer to support program events
- Flexibility to assist with occasional evening or weekend events

Qualifications:

- Proficient in Microsoft Excel, including data tracking
- Proficiency in Microsoft PowerPoint with the ability to create clear, visually engaging presentations
- Strong attention to detail with the ability to manage and maintain accurate data records
- Excellent written and verbal communication skills
- Self-motivated with a proactive approach and strong willingness to learn
- Demonstrated problem-solving and critical thinking abilities
- Experience with Canva or similar design tools preferred

Recommended skills: Student Information Systems (SIS), PhotoShop, InDesign, Salesforce

Education: Must be an admitted or current Undergraduate or Masters student enrolled in good standing and taking credits towards the degree as required by USC. Open to Work Study or Non-Work Study applicants.

Compensation: The current rate of pay is \$17.87 per hour, however, starting July 1, 2026, the rate will increase to \$18.42 per hour.

Hours: 15-20 hours/week

Application Submission: Please submit **résumé and cover letter** to Katy Lin, Director of MSGSCM, via email at katylin@marshall.usc.edu as soon as possible.