

SCHOLARSHIP POSITION DESCRIPTION

POSITION: MEDIAZONE PRODUCTION & SOCIAL MEDIA ASSISTANT

STRUCTURE CHARACTERISTICS

Reports to: Head of Mediazone

Works closely with: Administrative Assistant | Facilities & Operations Coordinator | Production Support, Audio-Visual Support Technician.

The Mediazone Production & Social Media Assistant provides support across Mediazone's production, project coordination, administrative, event, training, and social media activities.

The position combines practical production and organizational support with responsibility for assisting with Mediazone's digital presence and communication activities. The role involves supporting audiovisual projects and events, coordinating schedules and documentation, preparing and organizing social media content, and assisting with the communication and promotion of Mediazone. The position is designed for a student who is interested in gaining practical experience in a professional media environment while developing strong organizational, communication, production-support, digital content, social media, teamwork, and project coordination skills.

RESPONSIBILITIES & DUTIES

1. Production & Project Support

- Assist in the coordination and planning of audiovisual projects, including scheduling shoots, managing timelines, and securing necessary permissions.
- Assist with production documentation, including call sheets, release forms, schedules, checklists, and other project-related documents.
- Assist in monitoring project deadlines and ensuring that relevant information is communicated to the appropriate staff and students.
- Facilitate clear and timely communication between staff, students and external clients throughout projects.

2. Social Media & Digital Content(*)

Social Media Content

- Assist with creating, curating, and scheduling content for Mediazone's social media platforms under the direction of the Mediazone team.
- Assist with preparing photographs, videos and text-based content.
- Promote Mediazone events, productions, workshops, student work, projects, and activities.
- Collect and organize relevant visual and written material for social media use.
- Assist with maintaining a regular and varied flow of content throughout the semester.

Content & Engagement

- Contribute ideas for social media content, campaigns and audience engagement.
- Assist with promoting Mediazone activities and opportunities to the student community.
- Support engagement with followers and the Mediazone online community.

Mediazone Coverage

- Assist with capturing or collecting photographs, videos, and behind-the-scenes material from Mediazone activities, events, workshops, and productions.
- Identify suitable content from Mediazone projects and activities for potential social media use.

3. Administrative & Organizational Support

- Assist with managing staff calendars, arranging meetings and track project deadlines.
- Assist with departmental communications, including responding to or directing emails and phone calls as appropriate.
- Coordinate with students regarding needs and timelines.
- Maintain accurate records, files and office supplies.

4. Event & Training Support

- Assist with the planning and organization of Mediazone events, student activities, outings, workshops, and training sessions.
- Support the preparation of schedules, attendance lists, materials, equipment and other logistical requirements.
- Assist with communication and coordination before, during and after events and training activities.
- Demonstrate professionalism, respect and a positive attitude when interacting with students, staff, faculty, and external collaborators.

QUALIFICATIONS

- **Skills**
 - Strong organizational and multitasking skills.
 - Ability to manage multiple tasks and prioritize effectively.
 - Good attention to detail and accuracy.
 - Good written and verbal communication skills.
 - Good interpersonal and teamwork skills.
 - Ability to work independently while also following instructions and working as part of a team.
 - Basic proficiency with common office software, including Microsoft Word, Excel, Outlook, and/or Google Workspace.
 - Familiarity with social media platforms and digital content creation.
- **Languages**
 - Proficiency in English.
 - Knowledge of Greek is an advantage.

CONTRIBUTIONS TOWARDS STUDENT ACCOUNTS

Scholarship Rate: The scholarship contribution for a Studio Assistant is currently calculated at €4.00 per hour. Students are responsible for monitoring and managing their University account balance. Any positive balance remaining upon graduation will not be paid to the student by the University.

*MEDIAZONE SOCIAL MEDIA POSTING GUIDELINES

1. CONTENT

The purpose of Mediazone social media is to promote Mediazone, its activities, students, projects, facilities, and opportunities.

Content ideas include:

- Mediazone Assistant / Volunteer profiles
- Studio Assistant "On Duty"
- Behind-the-scenes photos and videos
- Mediazone projects and work in progress
- Student work
- Events and workshops
- Mediazone blog posts
- Facilities and equipment
- University-related activities
- Relevant industry information, quotes, statistics, and infographics
- Other relevant ideas

The Assistant is encouraged to bring new content ideas. The above list is a starting point and should not limit the type of content Mediazone publishes.

2. PLANNING & SCHEDULING

- Use the Mediazone social media content calendar.
- Plan posts in advance and schedule them whenever possible.
- Keep a regular flow of content throughout the semester.
- Avoid posting the same type of content repeatedly.
- Consider upcoming events, workshops, productions, and important dates when planning.

Suggested Posting Schedule. As a starting point:

- **50%** weekends
- **25%** Tuesdays
- **25%** Fridays

Suggested Posting Times

- **75%** between 8:00 p.m. and 7:00 a.m.
- **25%** between 11:00 a.m. and 1:00 p.m.

These are not fixed rules. Check the social media statistics and adjust the schedule according to what works best.

3. WRITING

- Keep posts short, clear and easy to read.
- Use a friendly and professional tone.
- Avoid overly formal or promotional language.
- Use emojis when appropriate, but do not overuse them.
- The 80-character guideline can be used for short posts where appropriate, but important information should not be removed just to meet the limit.

4. ENGAGEMENT

Where appropriate, include a question or call to action.

Examples:

- What do you think? Which one is your favorite? True or False?
- Share your experience. Like and share. Tell us in the comments.

Questions and calls to action should be relevant to the content and not added unnecessarily.

5. VISUAL MATERIAL

- Use original Mediazone photographs and videos whenever possible.
- Use images to make posts more attractive and encourage interaction.
- Add text to images when it helps communicate the main message.
- Screenshots, statistics, quotes, and infographics can be used where relevant.
- External material must be used appropriately and credited where required.

6. CHECKING PERFORMANCE

Monitor the available social media statistics to identify:

- Which posts receive the most engagement.
- Which types of content perform best.
- Which days and times work best.
- Which content encourages comments, shares, and other interaction.

Use this information when planning future posts.

7. BEFORE PUBLISHING

Before a post is published:

- Check all information for accuracy.
- Check spelling and grammar.
- Make sure the images or videos are appropriate.
- Make sure required permissions have been obtained.
- Follow the Mediazone and University communication guidelines.
- Obtain approvals