Communications Assistant, Social Media & Blogging

UTM Wellness Ambassadors

(Work-Study)

Number of vacancies: 1

Program Overview:
Peer health education serves as an integral component of the student outreach efforts of the UTM Health & Counselling Centre. The UTM Wellness Ambassadors Program provides students with information, tools, and resources to empower them to make healthy choices in support of their personal and academic goals; and supports the development of healthy systems and structures that encourage and foster student health and well-being on campus. Over 100 Work-Study and Volunteer students participate in one of four teams: Physical Health; Mental Health & Safety; Leave the Pack Behind (Tobacco Cessation); and Outreach & Special Events.

Role Overview:
Under the direction of the Health Education Coordinator, the Communications Assistant, Social Media & Blogging (Work-Study) will develop and coordinate the social media accounts (Facebook, Twitter, Snapchat) of the UTM Wellness Ambassadors Program, and write and publish a weekly blog series on student wellness.

Key Responsibilities:
- Promoting student health and wellbeing at the University of Toronto Mississauga across strategic social media and online channels, including Facebook, Twitter, and Snapchat;
- Writing and publishing a weekly blog series, emphasizing a peer perspective on student health and wellness;
- Researching, developing, and curating daily, student-centred, social media content related to student health and wellbeing;
- Promoting and raising awareness of health education and outreach initiatives, programs, and resources that support students’ success and wellbeing on campus and in the community;
- Recognizing and sourcing from reputable sources of information;
- Preparing analytics reports to capture outreach and student engagement through social media channels (e.g. number of likes, retweets, posts, etc.);
• Maintaining the integrity and consistency of the UTM Wellness Ambassador brand across all communication materials and channels;
• Assisting in the development and planning of the year-long communications strategy for the UTM Wellness Ambassadors Program;
• Working closely with campus stakeholders, including student groups, clubs, staff, and faculty, to inform program communications, gather resources, and identify needs and opportunities for health education programming;
• Maintaining up-to-date knowledge of available supports on campus and in the community;
• Responding to student queries and comments in a timely and professional manner;
• Providing ongoing feedback and updates to supervisor during weekly meetings;
• Representing the Health & Counselling Centre and the University of Toronto Mississauga, in a respectful, professional and inclusive manner; and
• Performing additional relevant duties and tasks as designated by the Health Education Coordinator.

Co-curricular Record Competencies developed:
• Health Promotion
• Project management
• Leadership
• Teamwork
• Communication
• Professionalism

Commitment & Remuneration:
• Compensation: active minimum wage hourly rate
• Approximately 9-12 hours per week (August 2017 – February 2018)
• Additional hours worked will be recognized as a volunteer commitment on the U of T Co-Curricular Record
• Incumbents MUST be available for mandatory training to take place during three (3) full days in the week of August 21, 2017.

Job Requirements:
• Must be a University of Toronto Mississauga student enrolled during the 2017/18 academic year and be in good academic standing
• Qualify for the Work-Study Program (pending approval)
• Interest in promoting student health and wellbeing
• Strong/advanced proficiency with social media platforms (Facebook, Twitter, Snapchat)
• Knowledge of Microsoft Office suite (Word, Excel, PowerPoint, Publisher)
• Experience with communications strategy development (e.g., branding, marketing, messaging, design)
• Knowledge of campus and resources
• Excellent oral and written communication skills
• Strong time management and organizational skills
• Appreciation of diversity issues and respect for individual choices
• High degree of professionalism and integrity

Method of Application:
Please include the following materials in your application package:
• Resume
• Cover letter
• A non-academic writing sample, ideally a previously written blog post (max 500 words)

Please submit your application package addressed to Mr. Ravi Gabble via the Career Learning Network (CLN) website by July 10, 2017 11:59PM. Alternatively, you may email your application to ravinder.gabble@utoronto.ca with the subject line: Communications Assistant, Social Media & Blogging.

Contact Information:
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