Leave the Pack Behind: Social & Digital Influencer

UTM Wellness Ambassadors
(Work-Study)

Number of vacancies: 2

Are you good with people face-to-face, and also tuned into a wide range of social media platforms? Are you looking to build skills and experience in social marketing, media relations and brand messaging?

Leave The Pack Behind (a government-funded, tobacco control program that offers young adults smoking and quitting information, quitting resources and personalized support - all for free) is hiring two post-secondary students to act as Representatives for the 2017-18 school year.

Under the supervision of the Leave The Pack Behind Central Office (located at Brock University), and in collaboration with the UTM Wellness Ambassadors, Representatives leverage personal insight and in-depth knowledge of young adult culture to build a vibrant, expansive, online presence for Leave The Pack Behind. They develop and nourish relationships with key campus partners and influencers to effectively engage students in LTPB programming and ensure resources are accessible throughout the academic year.

The ideal candidate for the job has:
— 1 year of post-secondary education
— Sound understanding of social marketing concepts
— Exceptional skills at networking, developing partnerships and engaging in conversations with diverse audiences
— Creative media savviness and proven skills using social media platforms not limited to Facebook, Instagram, etc.
— Advanced written and verbal communication skills
— Superior organizational skills, with the ability to multi-task, set priorities, and be a self-starter

If this sounds like you, we invite you to submit your application!
Please e-mail your resume and cover letter to ravinder.gabble@utoronto.ca with the subject line: LTPB Social & Digital Influencer by July 10, 2017 11:59PM.

Please note: You must be a registered post-secondary student who is able to commit to 8 hours per week to the position and attend the annual August Training Conference (August 18-19, 2017) in Burlington, Ontario, all expenses paid.

Leave The Pack Behind is an equal opportunity employer and does not discriminate against applicants or employees on the basis of race, color, religion, national origin, sex, age, citizenship status, disability status, or any other basis prohibited by applicable law. Brock University (where Leave The Pack Behind is housed) is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process, per the University’s Accommodation for Employees with Disabilities Policy (http://www.brocku.ca/webfm_send/6557). Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.
Job Description: Leave the Pack Behind: Social & Digital Influencer

Time commitment: Approximately 8 hours a week

KEY RESPONSIBILITIES

DEVELOPMENT OF EVIDENCE-INFORMED SOCIAL MARKETING CAMPAIGNS (60%)
- Represent the Leave The Pack Behind brand with honesty, integrity, and professionalism
- Effectively augment and then execute social marketing campaigns that are pre-determined by LTPB Central Office and include mandatory components
- Invite ex-smokers to share their personal stories in a variety of ways through social media channels; use these stories to creatively and positively influence other tobacco-users to cut back or quit
- Identify and build relationships with popular opinion leaders and campus influencers - who will help LTPB: (i) build an on-trend, vibrant online presence; (ii) disseminate messages and materials; and (iii) engage individuals in actions to reduce tobacco use
- Invest in relationships with target populations (including individuals self-identifying as Indigenous, LGBTQ, skilled trades workers/trainees, service workers/trainees, cultural minorities, new Canadians, young parents, military personnel)
- Meet with campus administrators to pursue the use of campus-wide emailing or messaging
- Conduct presentations and information sessions for a wide range of campus organizations, services, clubs, administrators and citizens to increase their capacity to promote LTPB messaging, disseminate LTPB materials, and engage individuals in actions to reduce tobacco use
- Develop and implement strategies to actively distribute LTPB educational materials and resources on campus and in the broader community
- Increase LTPB messaging and brand awareness through local community channels and events

KNOWLEDGE TRANSLATION (25%)
- Reflect upon millennial trends and experiences by interacting and developing relationships with a broad audience of young adults (both tobacco users and non-users)
- Monitor campus and community cultures to identify trends, opportunities, shifts in the competitive landscape and potential issues that could enhance or threaten Leave The Pack Behind
- Proactively introduce new ideas and emerging social phenomena to Central Office to help position LTPB on the forefront of forward-looking trends

ADMINISTRATION (15%)
- Take direction from, and communicate frequently with, designated Health Professional on your campus
- Respond immediately to communication initiated by Central Office and correctly enact suggestions and directives
- Routinely update and initiate communication with Central Office to ensure LTPB goals and objectives are being met
- Work in close partnership with your campus colleague (another Social & Digital Influencer)
• Very frequently connect with, give support to, and seek advice from all members of the Cross-Campus Team to which you are assigned
• Ensure all major communications with your campus colleague, Cross-Campus Team members, and Central Office occurs in the designated online channels
• Regularly review and participate in Central Office communications for program updates
• Maintain an online log identifying key contacts, detailing the communications, and listing action steps agreed to/occurring
• Submit bi-weekly payroll and other administrative paperwork in a timely manner
• Assist with program evaluation and research (e.g., tracking, inventory counts, administering surveys)