CANDIDATE PROFILE
IEC MARKETING & DESIGN ASSISTANT, FALL/WINTER 2017-2018

CONTRACT PERIOD: Monday, August 21, 2017 – Friday, April 7, 2018.

Must be available for:

- Student Leader Training (August 21-25, 2017. 30 hours, 9am to 4pm);

RENUMERATION: Salary $11.40 per hour. The hours expected of the role are approximately 8-10 hours per week, with peak hours in August and September exceeding this amount. The role is paid up to a maximum of 180 hours during the academic school year.

REPORT TO: The role reports to the International Student Advisor. The supervisor for this role will provide training, support, and assistance in the execution of the job responsibilities.

ELIGIBILITY: Applicants must be a returning student in the 2017-18 academic year and be legally able to work in Canada.

POSITION SUMMARY:
The IEC Design Assistant’s primary responsibilities are to support the development of marketing and promotion materials for the International Education Centre programs, initiatives and events. This role would be primarily responsible for the continued development of print materials and digital media resources including videos and blogs that showcase the experiences students have both at UTM and abroad as well as the services and programs offered by the IEC. This includes, but is not limited to the development of an orientation video, testimonials of students that engage with their community at UTM, promotion of study abroad experiences through virtual platforms, promotion of the IEC programs and events, and supporting the creation and development of overall marketing plans and materials.

REQUIREMENTS:

- Student of UTM in good academic standing;
- Exceptional skills and experience with the Adobe Creative Suite;
- Strong skills and experience in visual media video script development, shooting, and editing;
- Strong photography, graphic design, digital media skills;
- Solid understanding of information and communication technologies;
- Demonstrated ability to plan, develop, and implement promotional strategies;
- Experience writing professional and engaging communications including blogs and social media posts;
- Awareness and ability to use innovative technologies;
- Ability to effectively present text, graphics, audio and videos on the web;
- Strong social media, blogs and virtual communication knowledge;
- Ability to develop and manage communication campaigns and projects;
- Ability to work independently and as a member of a team;
- Knowledge of the campus and its resources;
• Cross-cultural awareness;
• Excellent time management and organization;
• Solid computer skills and experience with Microsoft Office.

DUTIES

• Development of promotional materials for the IEC programs and events under the UofT and IEC branding guidelines,
• Maintain some flexible availability in order to hold office hours, one-on-one meetings with student, and attend programming;
• Development of videos and other visual media that promote the IEC services and programs;
• Capturing student, staff and faculty experiences through visual media;
• Develop a comprehensive visual media strategy that can be used by the International Education Centre in future projects;
• Administrative duties as assigned;
• Act as a positive ambassador for the International Education Centre;
• Attend meetings with supervisor and team as required;
• Additional duties as assigned by the supervisor(s).

EMPLOYER CONTACT INFORMATION:
Veronica Vasquez, International Student Advisor

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