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<th><strong>UTM Moves – Social Media Lead</strong></th>
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<td><strong>The University of Toronto is strongly committed to diversity within its community and especially welcomes applications from racialized persons / persons of colour, women, Indigenous / Aboriginal People of North America, persons with disabilities, LGBTQ persons, and others who may contribute to the further diversification of ideas.</strong></td>
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<th><strong>Deadline:</strong></th>
<th>Monday, August 7th, no later than 11:59PM</th>
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<td><strong>Number of Positions:</strong></td>
<td>2 positions</td>
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<td><strong>Rate of Pay:</strong></td>
<td>Starting at $15.90/hr.</td>
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<td><strong>Position Start Date:</strong></td>
<td>August 28, 2023</td>
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<td><strong>Position End Date:</strong></td>
<td>March 30, 2024</td>
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<td><strong>Number of Hours per Week:</strong></td>
<td>Up to 15 hours per week. Must be willing to work varying day, evening and possible weekends</td>
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<td><strong>Classification:</strong></td>
<td>Work-Study (Fall/Winter)</td>
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<td><strong>Summary:</strong></td>
<td>About UTM Moves: UTM Moves is a physical activity- and movement-focused education and engagement program of the Department of the Recreation, Athletics &amp; Wellness (DRAW) at the University of Toronto Mississauga (UTM). Through diverse programming and engagement initiatives, UTM Moves promotes the benefits of physical activity to overall wellbeing and academic success, and aims to make physical activity accessible, inclusive, and fun for all UTM students. Visit uoft.me/utmmoves and/or follow @utm_athletics on Instagram, Facebook, and Twitter for all the latest updates about upcoming UTM Moves events and initiatives. <strong>Role overview:</strong> Reporting to the Supervisor, Wellness Programs, the UTM Moves: Social Media Lead is responsible for managing the social media accounts and digital content creation for the UTM Moves Program in the Department of Recreation, Athletics &amp; Wellness (DRAW). <strong>Key responsibilities:</strong> • Promoting physical activity, movement and wellness at the University of Toronto Mississauga across strategic social media and online channels, including Instagram and TikTok • Writing and publishing weekly posts, emphasizing a peer perspective on physical activity, movement and wellness • Researching, developing, and curating daily, student-centered, social media content related to physical activity, movement and wellness • Promoting and raising awareness of UTM Moves 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 Moves and DRAW brands across all communication materials and channels • Supporting the development and planning of the year-long communications strategy for the program • Collaborating with a wide range of campus stakeholders, including student groups, clubs, staff, and faculty to inform programming content, gather resources, and identify needs and opportunities for wellness programming</td>
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DEPARTMENT OF RECREATION, ATHLETICS & WELLNESS

Attending and contributing to regular team meetings to share updates and progress related to the program
Referring students to DRAW programs and resources, and maintaining up-to-date knowledge of available supports on campus and in the community
Representing the Department of Recreation, Athletics and Wellness and the University of Toronto Mississauga, in a respectful, professional and inclusive manner
Performing any additional relevant duties and tasks as designated by the Supervisor, Wellness Programs

Qualifications:
Must be a current part-time or full-time undergraduate or graduate UTM Student
Mandatory attendance at 3-day training (August 30 – September 1) and Communications Training Day (Sept TBA)
Strong/advanced proficiency with social media platforms (Facebook, Instagram, Twitter, TikTok)
Experience with communications strategy development (e.g., branding, marketing, messaging, design)
Experience with social media platforms (Instagram, TikTok)
Flexible schedule with the ability to work varied hours
Ability to work independently as well as in a team setting
Interest in student health, wellness, fitness, and/or athletics
Excellent oral and written communication skills
Leadership and teamwork skills
Knowledge of University of Toronto campus resources
Appreciation for equity, diversity and inclusion-related issues
Proficient knowledge around Microsoft Office Suite (Word, Excel, PowerPoint)

Method of Application: Deadline to Apply: Monday, August 7th, no later than 11:59PM
Please send your resume, cover letter, two (2) samples of past relevant work work (e.g., social media account, post, Reel/TikTok, campaign, etc.) to Ravi Gabble, Supervisor, Wellness Programs at ravinder.gabble@utoronto.ca.

We thank all applicants for their interest in the position, however only those applicants selected for further consideration will be contacted.

Contact Information: RAVI GABBLE, MPH
Supervisor, Wellness Programs

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utm.utoronto.ca/athletics