

Position: Digital Content Creation Assistant

Department: UTM Student Housing & Residence Life

Reports to: Residence Communication Officer

Contract Period:

Position Start Date: First Day of Undergraduate Classes 2024 (Specific Date TBD)

Position End Date: End of March 2025 (Specific Date TBD)

Eligibility:

Students must be registered in a 40% course load for the Fall-Winter Term (September 2024 to April 2025). Students are permitted to accept only one work study position per program period. Students do not have to be OSAP eligible to apply for work study positions.

Nature & Scope:

Responsibilities:

- Creation and optimization of digital content across multiple platforms. Content includes but is not limited to posters, digital banners, social media posts & stories, and door tags.
- Assist in the: organization and creation of the weekly newsletter
- Research and development of our social media platforms: Instagram, Twitter, Facebook, Youtube, and TikTok
- Weekly one on ones with the Residence Communications Officer & timely submission of bi-weekly timesheets
- Assist in the: conception, creation, execution, measurement, and evaluation of social media, marketing campaigns, promotional efforts, and programs
- Be available to cover events/programming by taking video footage & photos for digital media use & storage
- Work collaboratively with the SHRL Team members: Dons, Residence Services Assistants, Residence Education Facilitators, Community Assistants, and other SHRL Professional & Student Team members - to integrate and complete tasks through the application of social media platforms
- Demonstrate tact and diplomacy while handling confidential information
- Additional duties as assigned

Skills:

- Proficiency with Canva
- Proficiency with Adobe Creative Suite (Photoshop, Illustrator, and/or InDesign) is encouraged;
- Graphic Design experience;
- Attention to detail;
- Strong oral and written communication;
- Knowledge of Residence operations;
- Involvement with Residence communities and activities.

Diversity Statement:

The University of Toronto embraces Diversity and is building a culture of belonging that increases our capacity to effectively address and serve the interests of our global community. We strongly encourage applications from Indigenous Peoples, Black and racialized persons, women, persons with disabilities, and people of diverse sexual and gender identities. We value applicants who have demonstrated a commitment to equity, diversity and inclusion and recognize that diverse perspectives, experiences, and expertise are essential to strengthening our academic mission.

Compensation:

The incumbent will receive \$16.55/hour.

Hours

The incumbent will work 200 hours (approx. 9-12 hours/week) throughout the contract period.

Vaccine Requirement:

As an employee of the University, you must adhere to the policies determined by the University as it relates to vaccine requirements. To read more about the University of Toronto vaccine policies and exemptions please visit [Guidelines on Vaccination](#).

Method of Application:

Complete the following steps by Monday, February 12, 2024 at 11:59 PM

1. Complete the 2024-2025 UTM Residence Work Study Positions Application webform on our Student Housing & Residence Life website
2. Submit your portfolio to reshiring.utm@utoronto.ca. Your portfolio should include any relevant work/projects to support your application such as but not limited to: digital art, print art, videos, social media campaigns etc...

Any offers of employment will be conditional upon the approval of this position for the 2024-2025 work study program.

Employer Contact Information:

Residence Hiring Team – reshiring.utm@utoronto.ca
Student Housing & Residence Life
Oscar Peterson Hall, Suite 120
3359 Mississauga Road,
Mississauga, ON L5L 1C6