Position: Digital Content Creation Assistant  
Department: UTM Student Housing & Residence Life  
Reports to: Communications Coordinator

**Hours:** 200 hours (approx. 8-10 hours/week)  
**Compensation:** $15.00 per hour  
**Position Start Date:** First Day of Undergraduate Classes 2022 (Specific Date TBD)  
**Position End Date:** End of March 2023 (Specific Date TBD)  
**Eligibility:** Students must be registered in a 40% course load for the Fall-Winter Term (September 2022 to April 2023). 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.

The Digital Content Creation Assistant (DCCA) is responsible for the creation and development of digital content to promote Student Housing & Residence Life (SHRL) initiatives and programs, while encouraging students to be involved within the housing community. This position requires use of the Adobe Creative Suite including but not limited to, Photoshop, Illustrator, and InDesign. Photography experience is encouraged, but not required.

**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.
- Research and development of our social media platforms: Instagram, Twitter, Facebook, Youtube, and TikTok
- Weekly one on ones with the Communications Coordinator & timely submission of bi-weekly timesheets
- Assist in the: conception, creation, execution, measurement, and evaluation of social media, marketing and 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, Peer Academic Leaders, 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 Adobe Creative Suite (Photoshop, Illustrator, and/or InDesign);
- Graphic Design experience;
- Attention to detail;
- Strong oral and written communication;
- Knowledge of Residence operations;
- Involvement with Residence communities and activities.

**METHOD OF APPLICATION:**
Complete the following steps by **Friday January 14, 2021 at 12:00 PM (Noon)**
1. Complete the WSS Interest webform on our Student Housing & Residence Life website: [https://www.utm.utoronto.ca/housing/residence-life/job-opportunities-hiring/work-study-positions](https://www.utm.utoronto.ca/housing/residence-life/job-opportunities-hiring/work-study-positions)
2. Submit your application package (resume & cover letter) via email to Residence Hiring at reshiring.utm@utoronto.ca (Subject: 22-23 Work Study Application – Name). Physical applications will not be accepted

Any offers of employment will be conditional upon the approval of this position for the 2022-2023 work study program.