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

Hours: 5-10 hours per week, 100 hours maximum  
Compensation: $15.00 per hour  
Position Start Date: May 3, 2021  
Position End Date: August 6, 2021  
Positions Available: 2  
Eligibility: Students must take a minimum of 0.5 credit in the Summer semester and 2.0 credits in the Fall/Winter semesters

The Communications Content Assistant is responsible for the creation and development of digital content for the upcoming Student Housing & Residence Life (SHRL) initiatives and programs. This position may require the use of some Adobe Creative Suite programs including but not limited to, Photoshop, Illustrator, and/or InDesign. Students must take a minimum of 0.5 credit in the Summer semester and 2.0 credits in the Fall/Winter semesters

RESPONSIBILITIES:

- Assist in the research, development, & conception of content for the Director of SHRL for newsletters and topics that can be put into an editorial calendar  
- Strategic thinking & development of Student Housing & Residence Life’s social media platforms (Instagram, Facebook, Twitter, TikTok, and Youtube)  
- Development of a social media/newsletter calendar for special events throughout the year  
- Organize video interviews with internal/external stakeholders for upcoming articles and perform background research on topics, interviews, etc.  
- Creation and optimization of digital content across multiple platforms  
- Weekly one on ones with the Communications Coordinator & timely submission of bi-weekly timesheets  
- Work collaboratively with the SHRL Team members: Dons, Residence Services Assistants, 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:

- Attention to detail;  
- Strong oral and written communication;  
- Knowledge of Residence operations;  
- Strong organization & time-management skills;  
- Understanding of social media platforms;  
- Graphic Design experience encouraged;
METHOD OF APPLICATION:
Submit your resume and cover letter via email to Jess Huang jessk.huang@utoronto.ca (Subject: 2021 Summer Work Study Application – Name) OR in a sealed envelope at the Residence Services Desk, in Oscar Peterson Hall by April 9 at 5:00 p.m.
Any offers of employment will be conditional upon the approval of this position for the 2021 Summer program.

EMPLOYER CONTACT INFORMATION:
Jess Huang, Communications Coordinator
Student Housing & Residence Life
Oscar Peterson Hall, Suite 120
3359 Mississauga Road,
Mississauga, ON L5L 1C6
For office use only:

Relevant Co-curricular Record Competencies gained from this position:

- Communications and media
- Goal setting and prioritization
- Collaboration
- Creative expression
- Design thinking
- Project Management

CCR Description (to be included on the students’ CCR):

The Communications Content Assistant 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 encourages use of the Adobe Creative Suite including but not limited to, Photoshop, Illustrator, and InDesign. Participating in weekly meetings is required to ensure effective marketing and communications for all SHRL efforts.

Financial Information:

CFC: 100352
CC: 20433