

CANDIDATE PROFILE

IEC MARKETING & COMMUNICATIONS ASSISTANT, FALL/WINTER 2025-2026

F/W CONTRACT PERIOD: Monday, August 25, 2025 – Tuesday, March 31, 2026*

Must be available for:

- Student Leader Training – Monday, August 25, 2025 – Thursday, August 28, 2025*
 - 30 hours, 9am to 4pm each day
- Residence Move-In, Orientation, and International and New-to-Canada Student Welcome (INSW) – Friday, August 29, 2025 – Saturday, September 6, 2025 (specific dates will be communicated in advance)

*All contract dates are anticipated at the time of posting. These dates may change and will be confirmed before the successful candidate is required to sign a contract.

RENUMERATION: Salary \$17.20 per hour. The hours expected of the role are approximately 10 – 15 hours per week, with peak hours in September exceeding this amount. The role is paid up to a maximum of 200 hours during the academic school year and is subjected work-study approval, guidelines, and pay.

REPORT TO: The role reports to the International Education Administrator within the IEC. 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 2025 – 2026 academic year;
- Must be a UTM student in good academic standing with a minimum 2.0 CGPA
- Applicants must be legally able to work in Canada.

POSITION SUMMARY:

The IEC Marketing and Communications Assistant's primary responsibilities are to support the development of marketing and promotional materials for the International Education Centre programs, initiatives and events. This role would be primarily responsible for the continued development of print materials (posters, flyers) and digital media resources (TV, social media, website, videos, blogs) that showcase the experiences students have both at UTM and abroad, as well as the services and programs offered by the IEC. This role would also include assisting with the creation and development of social media strategies that engages both current and prospective UTM students. 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.

DUTIES

- Develop promotional materials for the IEC programs and events under the UofT and IEC branding guidelines;

- Review marketing requests in details to identify essential information critical for producing promotional materials;
- Increase participation in IEC events and programs by using your graphic design skills and developing eye-catching promotional materials and maintaining effective marketing to students;
- Utilize digital, print and social media to promote the IEC, with other avenues being in-person marketing that includes class talks and tabling;
- Use social media to raise awareness of events, programs and services, including the IEC Instagram and Facebook accounts, YouTube videos, etc.;
- Manage both the Centre's existing and future social media platforms (Instagram, Facebook, Twitter, TikTok, LinkedIn, etc.);
- Maintain positive relationships with the IEC staff to accurately promote the Centre's activities;
- Maintain some flexible availability in order to attend IEC programming to take photos, post on Instagram Live, etc.;
- Develop videos and other visual media that promote the IEC services and programs;
- Capture student, staff and faculty experiences through visual media (blogs, social media features);
- Communicate with team and supervisor in a timely manner;
- Be respectful and professional at all times;
- Monitor U of T email account daily for work-related emails;
- Attend Marketing and Communications team meetings;
- Additional duties as assigned by the supervisor(s).

EMPLOYER CONTACT INFORMATION:

International Education Administrator
international.utm@utoronto.ca

REQUIREMENTS:

- Excellent interpersonal, organizational, and time management skills;
- Exceptional ability to manage multiple projects and deadlines at the same time under a tight schedule;
- Proficiency and experience with Canva and the Adobe Creative Suite (Photoshop, Illustrator, InDesign);
- Willingness to take initiatives and exercise one's creativity with the intention to create, practice and build one's design portfolio
- Strong skills and experience in visual media/video script development, shooting, and editing;
- Strong photography, graphic design, digital media skills;
- Proficiency with social media (Instagram, etc.) and virtual communication methods;
- Experience monitoring social media and marketing trends, and adapting content appropriately;
- Strong oral and written communication skills;
- Solid understanding of information and communication technologies;
- Demonstrated ability to plan, develop, and implement promotional strategies;
- Experience writing professional and engaging communications including social media posts;
- Awareness and ability to use innovative technologies;
- Ability to effectively present text, graphics, audio and videos on the web;
- Ability to develop and manage communication campaigns and projects;

- Initiative, self-directed and detail-oriented;
- Intercultural awareness;
- Knowledgeable on AODA (accessibility) compliance requirements.

In addition to a resume and cover letter, we ask that you also submit a portfolio for consideration. Please follow these guidelines:

1. Your portfolio must show past graphic design work (primarily using software such as Canva or the Adobe Creative Suite). Other experiences, particularly visual multimedia skills relevant to the “Duties” and “Requirements” sections above, are considered an asset and should also be included.
2. Please state at the top of your cover letter how you would be sharing your portfolio with us: a link to your website, a separate PDF document submitted through Microsoft Forms or attached at the end of your cover letter file. If Microsoft Forms rejects your file as the size is too large, please email your portfolio directly to **international.utm@utoronto.ca** using the subject line **Portfolio: IEC Marketing & Communications – Your Name.**