

CANDIDATE PROFILE
IEC MARKETING & COMMUNICATIONS TEAM LEAD, SUMMER/FALL/WINTER
2025-2026

SUMMER CASUAL CONTRACT PERIOD: Monday, May 5, 2025 – Friday, August 22, 2025*

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

Must be available for:

- Summer Training – Monday, May 5, 2025– Friday, May 9, 2025 *
 - 30 hours, 9am to 4pm each day
- 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.

SUMMER RENUMERATION: Salary \$19 per hour. Full-time hours (30 hours per week over a 16-week period).

F/W RENUMERATION: Salary \$19 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 & Communications Team Lead’s primary responsibilities are to support the planning and implementation of the IEC communication strategy, as well as supporting the development of marketing and promotional materials for the Centre’s programs and events. This includes leading the Centre’s social media strategies and using various outlets to promote these programs and events through our communication channels. Team Leads will manage social media platforms and evaluate marketing performance on promotions and impact through key metrics and analytics. This role would also be responsible for developing print material (posters, flyers) and digital media resources (TV, social media, website, videos, blogs) that showcase the experiences students have at programs offered by the IEC. In addition, the Marketing & Communications Team Lead will act as a mentor and support the

Marketing & Communications Assistants on both regular designs and large-scale IEC marketing projects such as International Education Week.

DUTIES:

- Develop marketing campaigns and project planning to ideate, create and promote various programs, events, and workshops;
- Support the Centre's communication efforts as they pertain to the promotion of the programs, services, and events offered to students;
- Monitor and manage IEC social media platforms to ensure posts are scheduled on time, and messages are responded to respectfully or redirected to the right resources;
- Conduct marketing analysis on a weekly to monthly basis to evaluate the social media performance on promotional efforts, impact, and key metrics;
- Continuously maintain and utilize the IEC Visual Identity Guide to ensure it aligns with UofT branding guidelines;
- 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;
- Delegate and assign tasks to IEC Marketing & Communications Assistants through work management tools such as Asana;
- Ensure that the promotional material created by the IEC Marketing & Communications Assistants follows the IEC branding guidelines and AODA (accessibility) compliant;
- 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;
- Support the management of both the Centre's existing and future social media platforms (Instagram, Facebook, Twitter, TikTok, LinkedIn, etc.);
- Craft frequent messages to disseminate information about IEC initiatives via social media;
- Collect program information from various areas in a timely manner to communicate relevant details in advance ensuring proper participation in the various programs;
- Maintain some flexible availability in order to hold one-on-one meetings with Marketing & Communications Assistants, and attend programming;
- Communicate with students, 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 and actively lead Marketing & Communications weekly team meetings;
- Additional duties as assigned by the supervisor(s).

EMPLOYER CONTACT INFORMATION:

International Education Administrator
international.utm@utoronto.ca

REQUIREMENTS:

- Excellent interpersonal, organizational, leadership and time management skills;
- Exceptional ability to manage multiple projects and deadlines at the same time under a tight schedule;

- Demonstrated experience in maintaining and utilizing visual branding identity, ensuring alignment of designs to the branding, and leading a team of graphic designers and marketing specialists;
- Exceptional skills 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;
- Experience in conducting marketing analysis to evaluate the impact of marketing and promotional efforts across different social media platforms;
- 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;
- Ability to effectively present text, graphics, audio and videos on the web;
- Ability to develop and manage communication campaigns and projects;
- Demonstrated leadership skills;
- Experience in student support and/or programming;
- 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.**