CANDIDATE PROFILE
IEC MARKETING & COMMUNICATIONS ASSISTANT, FALL/WINTER 2020-2021

CONTRACT PERIOD: Monday, August 31, 2020 – Friday, February 19, 2021

Must be available for:
- Student Leader Training – Monday, August 31 – Friday, September 4, 2020
  - 30 hours, 9am to 4pm each day
- Residence Move-In Day – Saturday, September 5, 2020

RENUMERATION: Salary $15.00 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.

REPORT TO: The role reports to the International Student Advisor. 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 2020 – 21 academic year;
- Student of UTM in good academic standing;
- 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.

REQUIREMENTS:
- Excellent interpersonal, organizational, and time management skills;
- Strong oral and written communication skills;
- Exceptional skills and experience with the Adobe Creative Suite (Photoshop, Illustrator, InDesign);
- Strong skills and experience in visual media/video script development, shooting, and editing (Adobe Premiere an asset);
- Strong photography, graphic design, digital media skills;
- Proficiency with social media (Facebook, Instagram) and virtual communication methods;
- 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 compliance requirements.

**DUTIES**

• Develop promotional materials for the IEC programs and events under the UofT and IEC branding guidelines;
• 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 Facebook and Instagram accounts, YouTube videos, 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 weekly team meetings;
• Additional duties as assigned by the supervisor(s).

**EMPLOYER CONTACT INFORMATION:**
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