CANDIDATE PROFILE
IEC MARKETING & COMMUNICATIONS TEAM LEADER, SUMMER/FALL/WINTER 2019-2020

SUMMER CONTRACT PERIOD: Monday, May 6, 2019 to Friday, August 23, 2019

F/W CONTRACT PERIOD: Monday, August 26, 2019 to Saturday, April 4, 2020

Must be available for:
• Summer Training May 6 – 10, 2019
  o 30 hours, 9am to 4pm each day
• Student Leader Training August 26 – 30, 2019
  o 30 hours, 9am to 4pm each day

SUMMER RENUMERATION: Salary $15.00 per hour. Full-time hours (30 hours per week over a 16-week period).

F/W RENUMERATION: Salary $16.00 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 2019 – 20 academic year;
• Applicants must be legally able to work in Canada.

POSITION SUMMARY:
The IEC Marketing & Communications Team Leader’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, organizing the Centre’s tabling strategy including scheduling, staffing, and content, and using various outlets to promote these programs and events through our communication channels. Additionally, this role would 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 IEC Marketing & Communications Team Leader will act as a mentor and guide to the IEC Marketing & Communications Assistants and support them in their roles.

REQUIREMENTS:
• Must be available for an interview during the weeks of February 25 – March 8, 2019;
• Student of UTM in good academic standing;
• 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;
• 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 blogs and social media posts;
• Ability to effectively present text, graphics, audio and videos on the web;
• Ability to develop and manage communication campaigns and projects;
• Ability to work independently and as a member of a team;
• Demonstrated leadership skills;
• Experience in student support and/or programming;
• Initiative, self-directed and detail-oriented;
• Knowledge of the campus and its resources;
• Intercultural awareness;
• Solid computer skills and experience with Microsoft Office.

DUTIES

• Develop a comprehensive design, marketing and communications strategy that can be used by the International Education Centre in future years;
• Support the Centre’s communication efforts as they pertain to the promotion of the programs, services, and events offered to students;
• Continuously maintain and update 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;
• Ensure that the promotional material created by the IEC Marketing & Communications Assistants are AODA 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 the Centre’s social media outlets (Facebook and Instagram);
• Craft frequent messages to disseminate information about IEC initiatives via social media;
• Organize the Centre’s tabling strategy including scheduling, staffing, content, and promotional materials;
• Maintain positive relationships with the IEC staff to accurately promote the Centre’s activities;
• Collect program information from the 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 office hours, one-on-one meetings with Marketing & Communications Assistants, and attend programming;
• Assist with the recruitment and hiring process in Winter 2020;
• Communicate with students, team, and supervisor in a timely manner;
• Refer to University policies to answer questions and inform students;
• Be respectful and professional at all times;
• Monitor U of T email account daily for work-related emails;
• Attend and actively participate in all training and professional development sessions;
• Attend and actively lead Marketing & Communications weekly team meetings;
• Additional duties as assigned by the supervisor(s).

EMPLOYER CONTACT INFORMATION:
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