CENTRE FOR STUDENT ENGAGEMENT
FALL/WINTER 2020-21

Job Title: Research Assistant - Marketing & Communications

F/W CONTRACT PERIOD: September 2020/February 2021:

F/W RENUMERATION:
Fall/Winter: Salary $14 per hour.

The hours expected of a Research Assistant is approximately 8-12 hours per week up to a maximum of 180 hours during the academic school year.

Reports to: Student Engagement Administrator

Job Description

The Assessment Assistant, based at the UTM campus, will provide data analysis support and expertise alongside the Student Engagement Administrator for Centre for Student Engagement. The Assessment Assistant will work closely with the Student Engagement Administrator analyzing quantitative data and creating reports based on department websites and various communications platforms. This can include, but is not limited to social media platforms, newsletters and survey information related to marketing efforts. Staff also participate in social media management. The position will run from September to February averaging 10 hours per week, most of which can be done independently, but staff are required to be available for weekly team meetings, understand campus-wide outreach campaigns, and have strong communication skills. Ideal candidates will have the ability to translate analytics into reports and recommendations, be familiar with systems such as Google Analytics and with social media platforms.

The position will run from September to February averaging 10 hours per week, most of which can be done independently, but will meet weekly with the supervisor weekly at UTM.

Undergraduate and graduate students across all disciplines with quantitative research experience are welcome to apply; however, this position has an emphasis on digital media statistics and social media insights. Students in Digital Enterprise Management (DEM) and Communication, Culture, Information & Technology (CCIT) are encouraged to apply.

Duties and Responsibilities

- Current undergraduate or graduate student with coursework and/or experience conducting website traffic & social media insight analysis.
- Organizing and finding insights in existing assessment data for the department
- Assisting in assessment data generation (collection, transcribing, data entry, reporting);
  Generate key findings from the data and analytics found to assist in the execution of the departments marketing plan and branding goals.
• Preparing reports based on results, and ability to share with relevant stakeholders
• Facilitating focus groups, conducting interviews
• Monitor U of T email account daily for work-related emails
• Attend weekly team meetings
• Participate in team socials and teambuilding

Training & Commitments
• Attend Student Leadership Training
• Attend in-service training and development throughout the contract period;
• Assist with the recruitment and hiring process in Winter 2020/2021;
• Attend 1:1 meetings with a Student Engagement Administrator/Team Lead regularly.

Additional Duties
• Additional duties as assigned by a Student Engagement Administrator

Minimum Qualifications Required
• Experience with Google Analytics preferred
• Experience with social media business accounts considered an asset
• Strong oral and written communications
• Strong Excel Skills
• Preference to students the following programs: Digital Enterprise Management (DEM) or Communication, Culture, Information & Technology (CCIT)
• Excellent time-management
• Awareness of AODA requirements
• Cross-cultural awareness
• Knowledge of the campus and its resources
• Must maintain a minimum CGPA of 2.0 while employed with CSE
• Must be enrolled in 40% of a full course load for the entire Fall/Winter period of study
• Be legally able to work in Canada.
• The incumbent must be available for the training at the end of August.

Contract Period

Fall Term: The end of August 2020 and concluding in April 2021.

**Exact dates to be confirmed at the time of an offer. Remuneration
• $15/hour
• 5 – 15 hours per week during the 2020/21 Fall/Winter terms

Interested and qualified candidates will be able to submit applications from January 20, 2020 to February 3rd, 2020 at 12 noon.