CENTRE FOR STUDENT ENGAGEMENT OPPORTUNITY
CANDIDATE PROFILE – SUMMER 2021
Communications Assistant


SUMMER RENUMERATION: Salary $15 per hour. The hours of work expected of a summer position will be determined and scheduled by the supervisor, but is not expected to exceed 100 hours in total over the course of the contract period.

REPORT TO: Communications Assistant reports to the University of Toronto Mississauga Centre for Student Engagement and directly to the Student Engagement Administrator, Digital Engagement. The supervisor will provide training, support, and assistance in the execution of their responsibilities.

POSITION SUMMARY:

The Communications Assistant supports the execution and delivery of marketing for the department’s summer, pre-arrival and orientation programming. The Communications Assistant will work closely with the Team Lead, Communications Assistant in creating comprehensive marketing strategies for large-scale campaigns and creating content for such campaigns. They will also support with the management of social media platforms such as Instagram, Facebook and Twitter.

The Communications Assistant must be an undergraduate student enrolled in summer courses totaling 0.5 credits from May-August 2021. Selection for this position includes an application and interview process.

REQUIRED SKILLS:

- Experience with Adobe Creative Suite is considered a strong asset
- Graphic design, video editing and photography skills
- Familiarity with social media tools such as Hootsuite and Later
- Experience with creating and designing email communications
- Excellent time and project management skills
- Awareness of AODA requirements
- Strong oral and written communication
- Excellent knowledge of campus resources and departments
RESPONSIBILITIES:

- Design and develop promotional materials for CSE programs and initiatives
- Support Team Lead with pre-arrival and new student programming marketing
- Assist in developing 2021-22 academic year marketing project plan
- Support with managing and answering questions on LiveChat

A. PROMOTION & EVENT COMMITMENTS
   - Support Orientation, pre-arrival activities and workshops as required

B. COMMUNICATION
   - Refer to University policies to answer questions and inform students;
   - Be respectful and professional at all times; and
   - Monitor U of T email account daily for work-related emails.

C. TEAM DEVELOPMENT
   - Attend and contribute at regular team meetings as well as at one-on-ones with supervisor; and
   - Participate in team socials and team building.

D. ADDITIONAL DUTIES
   - Additional duties as assigned by a Student Engagement Administrator, Digital Engagement.