Marketing & Communications Job Family

Department: Centre for Student Engagement

Nature and Scope
Marketing and Communication jobs with the Centre for Student Engagement assist with creating and designing visual and video material for CSE programs and events across a number of different platforms. Staff also participate in social media management. Staff are required to be available for weekly team meetings, develop campus-wide outreach campaigns, and have strong communication skills. Ideal candidates will have creative and innovative ideas, which will enhance the promotion of our programs, activities, and overall brand.

Here are some examples of positions that have been under the Marketing & Communications Job Family in the past:

- Communications Assistant – Social Media
- Communications Assistant – Graphic Design
- Communications Assistant – Parent & Family

Duties and Responsibilities

- Develop content for the website, which includes banners, call-to-actions, and images;
- Create and develop content for social media platforms;
- Film and edit videos;
- Create campaigns for all CSE programs and initiatives with the use of the website, social media platforms, and in-person promotions;
- Monitor U of T email account daily for work-related emails;
- Attend weekly team meetings; and
- Participate in team socials and team building.

Training & Commitments:

- Attend Student Leadership Training (Tentative August 30, 2021 – September 3, 2021)
- Support large-scale CSE events including UTM Orientation (Tentative September 4, 2021 – September 10, 2021) and Exam Jam (TBC)
- Assist with the recruitment and hiring process in Winter 2022;
- Attend one-on-one meetings with the supervisor/Team Lead regularly.

Additional Duties

- Additional duties as assigned by the supervisor.

Minimum Qualifications Required

- Preference is given to students in Communication, Culture and Information Technology (CCIT) and/or related programs
- Strong graphic design, photography, or video recording/editing background
- Strong oral and written communications
- Experience with Adobe Creative Suite (Photoshop, Illustrator) considered an asset
- Excellent time-management
- Familiarity with social media 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
• CCR competencies that we look for and evaluate across all of our Job Families are: collaboration, communication, communications & media, community and civic engagement, decision-making and action, facilitating and presenting, critical thinking, leadership, professionalism, project management, social intelligence and teamwork.

Contract Period
Fall Term: Start August 30, 2021 and conclude in February 2022
**Exact dates to be confirmed at the time of an offer

Remuneration
• $15/hour
• 5-10 hours per week during the 2021/2022 Fall/Winter terms

Interested and qualified candidates will be able to submit applications from December 14, 2020 to January 22, 2021 at 12 noon.