Marketing & Communications Job Family

**Department:** Centre for Student Engagement

**Commitment to Equity, Diversity and Inclusion:**
The University of Toronto and the Centre for Student Engagement are strongly committed to diversity within its community and especially welcomes applications from racialized persons / persons of colour, women, Indigenous / Aboriginal People of North America, persons with disabilities, LGBTQ2S+ persons, and others who may contribute to the further diversification of ideas.

**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 as well as in-person event coverage. 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 Marking & 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 teambuilding.

**Training & Commitments:**
- Attend Student Leadership Training (Tentative August 29, 2022 – September 2, 2022)
- Support large-scale CSE events including UTM Orientation (Tentative September 6, 2022 – September 10, 2022) and Exam Jam (TBC)
- Assist with the recruitment and hiring process in Winter 2023;
- 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:**
CCR competencies that we look for and evaluate across all 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
- Teamwork

**Contract Period**
Fall Term: Start August 29, 2022, and conclude in February 2023
**Exact dates to be confirmed at the time of an offer**

**Remuneration**
- $15/hour
- 5-10 hours per week during the 2022-2023 Fall/Winter terms

Interested and qualified candidates will be able to submit applications from December 13, 2021, to January 27, 2022, at 11:59PM EST.