



POSITION: Storyteller (Blogger)

PAYMENT + HOURS: \$12/Hour 10 Hours/Week

TERM: September 2013 – March 2014

SUPERVISOR: Hamza Khan, Digital Community Facilitator

DEPARTMENT: Student Community Life

RESPONSIBILITIES

The RU Student Life team tells the ongoing story of our vibrant campus community one picture, video, tweet and post at a time. The focus of the team's work is to raise the profile and awareness of notable students, events and activities, so that all students have an opportunity to become more connected and engaged.

DUTIES INCLUDE:

- Collects and analyzes information about newsworthy events, organizations, students and faculty to write for publication
- Receives assignment or evaluates news leads and news tips to develop story idea
- Gathers and verifies factual information regarding story through interview, observation, and research
- Organizes material, determines emphasis, and writes stories
- Work with other team members to determine the content of blogs and articles
- Maintain online article, blog postings and comments using Wordpress content management system
- Work with photographer to choose appropriate photos to pair with articles
- Minimum 2 blog posts per week

QUALIFICATIONS:

- Must be a full-time Ryerson student in the 13/14 academic year
- Hold a minimum 2.33 GPA
- Be work-study approved
- Be available at a wide variety of times, including some weekends and evenings
- Possess strong organizational, time-management and multi-tasking skills
- Be able to communicate effectively in writing and verbally
- Be able to work independently, but thrive in a team environment
- Be creative and have the ability to troubleshoot issues in a fast-paced setting
- Be a self-starter that is full of creative ideas and is not afraid to take initiative
- Must understand the Ryerson experience and be engaged in life on campus
- Create and foster a sense of enthusiasm and pride in student and campus life
- Experience with online journalism and/or blogging is an asset
- Must be able to demonstrate how their work would contribute to the develop of a vibrant campus community
- Have experience in relevant software such as web browsing, blogging, research tools, word processing



POSITION: Social Media Associate

PAYMENT + HOURS: \$12/Hour 10 Hours/Week

TERM: September 2013 – March 2014

SUPERVISOR: Hamza Khan, Digital Community Facilitator

DEPARTMENT: Student Community Life

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DUTIES INCLUDE:

- Help create and maintain a vibrant digital Ryerson community
- Monitor Twitter for Ryerson related posts and proactively engage with students in the digital world.
- Maintain the RU Student Life Facebook, Twitter, Instagram and Foursquare accounts
- Assist the rest of the Student Life Promotions Team in getting the word out about their work
- Foster engagement across all social media channels
- Keep detailed metrics and submit bi-weekly statistic reports to supervisor
- Help run online contests
- Other duties as assigned

QUALIFICATIONS:

- Must be a full-time Ryerson student in the 13/14 academic year
- Hold a minimum 2.33 GPA
- Be work-study approved
- Be available at a wide variety of times, including some weekends and evenings
- Possess strong organizational, time-management and multi-tasking skills
- Be able to communicate effectively in writing and verbally
- Be able to work independently, but thrive in a team environment
- Be creative and have the ability to troubleshoot issues in a fast-paced setting
- Be a self-starter that is full of creative ideas and is not afraid to take initiative
- Must understand the Ryerson experience and be engaged in life on campus
- Create and foster a sense of enthusiasm and pride in student and campus life
- Must have extensive knowledge of social media platforms
- Must be an active Twitter and Facebook user
- Experience in using Foursquare and Instagram is a plus.



POSITION: Event Marketing Associate
PAYMENT + HOURS: \$12/Hour 10 Hours/Week
TERM: September 2013 – March 2014
SUPERVISOR: Hamza Khan, Digital Community Facilitator
DEPARTMENT: Student Community Life

RESPONSIBILITIES

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POSITION DESCRIPTION:

Working under the general direction of the Digital Community Facilitator, the incumbent is responsible for raising awareness and profile of Student Life programs and services through social interaction. Primary responsibility will be to use innovative and engaging forms of social interaction to inform students of development opportunities available to them on campus. The successful applicant will also be responsible for conducting class speeches, conducting market research as well as liaising with Student Life staff to strategize on and arrange for the placement of Student Life promotional materials throughout campus. This position is largely geared to highly creative and social individuals interested in sales, customer service, and/or event planning. Efforts will be made to identify projects and initiatives in which the successful applicant will be responsible for formulating creative direction, timelines for completion, and implementation.

QUALIFICATIONS:

- Must be a full-time Ryerson student in the 12/13 academic year
- Hold a minimum 2.33 GPA
- Be work-study approved
- Be available at a wide variety of times, including some weekends and evenings
- Possess strong organizational, time-management and multi-tasking skills
- Be able to communicate effectively in writing and verbally
- Be able to work independently, but thrive in a team environment
- Be creative and have the ability to troubleshoot issues in a fast-paced setting
- Be a self-starter that is full of creative ideas and is not afraid to take initiative
- Must understand the Ryerson experience and be engaged in life on campus
- Create and foster a sense of enthusiasm and pride in student and campus life
- Must be able to demonstrate how their work would contribute to the development of a vibrant campus community
- Have experience in relevant software such as web browsing, blogging, research tools, word processing



POSITION: Marketing Assistant

PAYMENT + HOURS: \$12/Hour 10 Hours/Week

TERM: September 2013 – March 2014

SUPERVISOR: Hamza Khan, Digital Community Facilitator

DEPARTMENT: Student Community Life

RESPONSIBILITIES

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DUTIES INCLUDE:

- Designing all hard and soft copy promotional material for the Student Life Promotions Team
- Maintaining our Wordpress-based website
- Manage project management software (Basecamp, Asana, etc.)
- Design special event promotional material for the Department of Student Community Life
- Assist the rest of the RU Student Life team with promoting their work
- Ensure consistent branding across the mediums of use
- Other duties as assigned

QUALIFICATIONS:

- Must be a full-time Ryerson student in the 13/14 academic year
- Hold a minimum 2.33 GPA
- Be work-study approved
- Be available at a wide variety of times, including some weekends and evenings
- Possess strong organizational, time-management and multi-tasking skills
- Be able to communicate effectively in writing and verbally
- Be able to work independently, but thrive in a team environment
- Be creative and have the ability to troubleshoot issues in a fast-paced setting
- Be a self-starter that is full of creative ideas and is not afraid to take initiative
- Must understand the Ryerson experience and be engaged in life on campus
- Create and foster a sense of enthusiasm and pride in student and campus life
- Must have extensive knowledge of the Adobe Creative Suite
- Must be familiar with the Wordpress Content Management System and have skill in HTML/CSS/PHP



POSITION: Creative Multimedia Specialist
PAYMENT + HOURS: \$12/Hour 10 Hours/Week
TERM: September 2013 – March 2014
SUPERVISOR: Hamza Khan, Digital Community Facilitator
DEPARTMENT: Student Community Life

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DUTIES INCLUDE:

- Create video blog and short blurb about campus life once a week
- Find your own leads and your own stories as well as take assignments agreed upon by the team
- Attend and capture popular campus gatherings, planned/unplanned events
- Take photos of at least 1 campus event per week.
- Edit photos and post on Flickr, Facebook and help bloggers attach photos to articles
- Create and foster a sense of enthusiasm, pride and engagement in campus life

QUALIFICATIONS:

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- Hold a minimum 2.33 GPA
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- Possess strong organizational, time-management and multi-tasking skills
- Be able to communicate effectively in writing and verbally
- Be able to work independently, but thrive in a team environment
- Be creative and have the ability to troubleshoot issues in a fast-paced setting
- Be a self-starter that is full of creative ideas and is not afraid to take initiative
- Must understand the Ryerson experience and be engaged in life on campus
- Create and foster a sense of enthusiasm and pride in student and campus life
- Have training & experience in photography and video editing that will allow the candidate to fulfill the duties of the position
- Must be able to demonstrate how their work would contribute to the develop of a vibrant campus community
- Have photography and videography experience
- Have experience in relevant software such as Final Cut Pro, Adobe Photoshop, adobe Lightroom, and Aperture.