

ORIENTATION MARKETING LEAD ROLE DESCRIPTION

POSITION TITLE:	Orientation Marketing Lead
DEPARTMENT:	Student Community Life, Office of the Vice-Provost, Students
SUPERVISORS:	Lesley D'Souza, Campus Activities & Events Facilitator
OFFICE LOCATION:	JOR 03
SALARY:	\$13.50 per hour
DURATION:	May 2 – August 31, 2012 @ 35 hrs per week
CANDIDATE ELIGIBILITY:	
	Must be a full-time undergraduate student in good academic standing at Ryerson University.

The successful candidate will be a member of the Orientation Team and will oversee the maintenance of the Orientation Website and its related web-pages (including those hosted on external servers). The candidate must be tech-savvy, comfortable with web 2.0 technologies and experienced in web-design. The candidate will play a pivotal role in designing the Ryerson Orientation's public appearance in both online and print mediums. This person will also be involved in the development of Orientation partnerships with external organizations (ie: development of a sponsorship package, supporting the Senior Lead in liaising with partners). The incumbent must be highly creative, self-motivated, and capable of functioning independently as well as in a team. The candidate must have strong organizational skills, a solid understanding of Ryerson University, and experience in multi-media production and editing. The candidate must possess strong group processing skills and be willing to commit his or her efforts to the enhancement of all orientation programming for first year students at Ryerson.

MAIN RESPONSIBILITIES:

ADMINISTRATIVE TASKS:

- Maintain and track the use of Ryerson's Student Life website (www.studentlife.ryerson.ca); developing content focused on Orientation (written and multimedia) where necessary
- Update the Student Life Programs website (www.ryerson.ca/stuprog) to highlight Orientation programming
- Assist the Multimedia & Online Relations Lead with the design and development of online initiatives that include web 2.0 technologies and audiovisual elements
- Design the Orientation Week logo for t-shirts and publicity material
- Design all print-based and online marketing initiatives including the Parents' Orientation Handbook, all Orientation Week-related signage and banners, certificates of recognition for ROC Leaders, etc.
- Provide a branded design for the 2012 sponsorship package to solicit partners for Orientation
- Help liaise with external partners and coordinate their involvement in Orientation
- Other duties as assigned

STAFF RESPONSIBILITIES:

- Support the work of the Orientation Team
- Assist with the set-up and tear-down of Orientation and events
- Assist with the design and delivery of training for all Ryerson Orientation Crew (ROCs) and other Orientation Week Leaders
- Work in conjunction with Student Services staff
- At the conclusion of Orientation Week, work with the other members of the Orientation Team to ensure that all follow-up activities are attended to and resolved
- Review all of the position's activities and the overall orientation program and offer recommendations in a final report due by the last day of his or her contract
- Ensure confidentiality of student cases as required, and be professional at all times

QUALIFICATIONS

Graphic design skills, web design skills, knowledge of web 2.0 platforms,
video editing skills an asset

Good oral and written communication skills

Strong presentaton skills

Group facilitation skills

Problem solving skills

Applications should submit a resume and cover letter by March 19th, 2012 to Lesley D'Souza at lesleyd@ryerson.ca. Only candidates invited to an interview will be contacted. If invited to an interview, you will be asked to provide a portfolio of work illustrating your skills for this position.