

ORIENTATION MULTIMEDIA & ONLINE RELATIONS LEAD ROLE DESCRIPTION

POSITION TITLE:	Orientation Multimedia & Online Relations 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 assist with the planning and implementation of an innovative, digital Orientation experience. The successful candidate must be tech-savvy and comfortable with web 2.0 technologies and audiovisual media so that he/she can strategically use these elements to build an online, engaged community of first-year students. The incumbent must be an individual who is highly creative, self-motivated, and capable of functioning independently as well as in a team. The candidate must have strong research skills, a solid understand of Ryerson

University, and a firm understanding of diversity and how it translates to event coordination. The candidate must possess good leadership skills and be willing to commit his or her efforts to the enhancement of all orientation programming for first year students at Ryerson.

MAJOR RESPONSIBILITIES

ADMINISTRATIVE TASKS:

- Assist with the implementation of a vibrant, interactive, online Orientation. Elements must include Web 2.0 technologies and audiovisual media that encourage the participation of all members in the Ryerson Community (e.g. skits and video addresses from students, staff and faculty). Online Orientation programs provide an interactive, online experience that helps first-year students network with their peers and learn about the various supports and services available to them at Ryerson University.
- Ensure that all documentation relating to Online Orientation are maintained in an orderly and efficient manner
- Work with the Orientation Crew Lead to involve ROC leaders in mentoring and engaging first-year students online
- Work with the Marketing Lead to coordinate branding & online engagement
- Develop content in the form of videos, blog posts, photographs, widgets, etc. to be posted on the website and in social media outlets
- Other duties as assigned

STAFF RESPONSIBILITIES:

- Assist with the set-up and tear-down of signature Orientation and events
- Assist with the design and delivery of training for all Orientation Week Leaders
- Support the work of the Orientation Team

- 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

QUALIFICATIONS:

Extensive knowledge of web 2.0 platforms, blogging & photography

Video editing skills an asset

Graphic design skills, web design 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.