



POSITION: Social Media Specialist
PAYMENT + HOURS: \$12/Hour 10 Hours/Week
TERM: September 2012 – March 2013
SUPERVISOR: Hamza Khan, Digital Community Facilitator
DEPARTMENT: Student Community Life

RESPONSIBILITIES

The Student Life Promotions Team will be a group of students that are passionate about being at Ryerson and want to make a significant contribution to the creation of a vibrant campus community. The focus of the team's work will be to raise the profile of events and activities taking place in the Ryerson community so all students have an opportunity to become connected and engaged.

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 and Foursquare Page
- Assist the rest of the Student Life Promotions Team in getting the word out about their work
- Foster engagement across all Web 2.0 venues
- 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 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 have extensive knowledge of Web 2.0 frameworks and platforms
- Must be an active Twitter and Facebook user
- Experience in using Foursquare is a plus.

Please send resume + cover letter to hamza.khan@ryerson.ca