

MARKETING LEAD

ROLE DESCRIPTION

POSITION TITLE: Orientation Marketing Lead

DEPARTMENT: Student Life Programs, Student Community Life

SUPERVISOR: Andrew Bisnauth, Orientation and Events Specialist

OFFICE LOCATION: POD-62b

SALARY: \$12.50 per hour

DURATION: April 29th – September 8th, 2014 @ 35 hrs per week

CANDIDATE ELIGIBILITY: Must be a full-time undergraduate student in good academic standing at Ryerson University and Work-Study approved for the summer of 2014.

The successful candidate will be a member of the Ryerson Central Orientation Team and will oversee the maintenance of the Ryerson Central Orientation website and its related web-pages (including those hosted on external servers). They must be tech-savvy, comfortable with Web 2.0 technologies and experienced with web-design as well as managing various social media platforms simultaneously. This person will play a pivotal role in designing the Ryerson Orientation's public appearance by creating both online and print mediums. The incumbent must be highly creative, self-motivated, and capable of functioning independently as well as in a team. It is necessary for the incoming Marketing Lead to possess strong organizational, research, and communication skills, a solid understanding of Ryerson University, and have experience in multi-media production and editing. They must also understand how the values of Equity, Diversity, and Inclusion have an impact on marketing efforts, Orientation Week, and student leadership development. The candidate must be willing to commit their efforts to the enhancement of all orientation programming to support the transition of new students at Ryerson.

MAIN RESPONSIBILITIES

ADMINISTRATIVE TASKS:

- Maintain and track the use of Ryerson's Student Life website (www.studentlife.ryerson.ca); develop web content focused on Orientation (written and multimedia) when 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.
- Manage RU Student Life social media platforms (including but not limited to Facebook, Twitter, Instagram), answering or redirecting questions as necessary.
- Design all print-based and online marketing initiatives including the Parents' Orientation Handbook, all Orientation Week-related signage and banners, certificates of recognition for Ryerson Orientation Crew etc.
- Ensure that all documentation and files relating to content created for online platforms is maintained in an orderly and efficient manner.
- Other duties as assigned.

STAFF RESPONSIBILITIES:

- * Assist with the set-up and teardown of Central and Residence Orientation events.
- * Work closely with the Residence Orientation Lead and other members of the Residence Summer Staff on collaborative events such as Residence Move-in Day, the Guinness World Record attempt, and the Invocation Ceremony.
- * Assist with the design and delivery of the 2-day Orientation Leadership Training Retreat for Ryerson Orientation Crew and Faculty/Program Orientation Leaders in August 2014 (Dates TBA).
- * Support the work of the Central Orientation Team and the Residence Summer Staff throughout the summer.
- * Work in conjunction with Student Affairs staff.
- * At the conclusion of Orientation Week, work with the other members of the Orientation Team to ensure that all follow-up activities and tasks 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 information and be professional at all times.

QUALIFICATIONS

Extensive knowledge of Web 2.0 platforms, blogging & photography
 Ability to manage several social media platforms using innovative/creative marketing techniques
 Intermediate to advanced proficiency with Adobe Creative Suite
 Good oral and written communication skills
 Strong presentation skills
 Strong organization and time management skills
 Group facilitation skills
 Problem solving and critical thinking skills

Graphic design skills and web design skills both considered an asset

*Extensive knowledge of Ryerson programs and services considered an asset

Applicants should submit a resume and cover letter by April 1st, 2014 to Andrew Bisnauth at abisnaut@ryerson.ca. Only candidates invited to an interview will be contacted. If invited to an interview, you may be asked to provide a portfolio of work illustrating your skills for this position.