

# MULTIMEDIA & ONLINE RELATIONS LEAD

## ROLE DESCRIPTION

POSITION TITLE: Orientation Multimedia & Online Relations Lead

DEPARTMENT: Student Life Programs, Student Community Life

SUPERVISOR: Andrew Bisnauth, Orientation and Events Specialist

OFFICE LOCATION: POD-62b

SALARY: \$13.50 per hour

DURATION: April 29<sup>th</sup> – 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 assist with the planning and implementation of an innovative, digital Orientation experience. They must be tech-savvy and comfortable with Web 2.0 technologies and audio-visual media so that s/he can strategically create and use these elements to build an online, engaged community of first-year students. They will assist in the managing of various social media platforms and be tasked with creating photographic and video content (including filming, editing, etc.) for events and marketing throughout the summer and during Orientation Week. 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 Multimedia and Online Relations Lead to possess strong organizational, leadership, and communication skills, a solid understanding of Ryerson University. They must also understand how the values of Equity, Diversity, and Inclusion have an impact on the creation of multimedia artefacts and social media interactions, and be willing to commit their efforts to the enhancement of all orientation programming to support the transition of new students at Ryerson.

## MAJOR RESPONSIBILITIES

### ADMINISTRATIVE TASKS:

- Assist with the creation of a vibrant, interactive, online presence for the Orientation Week program. This must include Web 2.0 technologies and audiovisual media that features the experiences, perspectives and input of a diverse array of community members at Ryerson (e.g. skits and video addresses)

from students, staff and faculty). Online Orientation programs provide an interactive, online experience that helps new students network with their peers and learn about the various support mechanisms, services, and opportunities available to them at Ryerson University.

- Maintain and track the use of Ryerson's Student Life website ([www.studentlife.ryerson.ca](http://www.studentlife.ryerson.ca)); developing content focused on Orientation (written and multimedia) where necessary.
- Ensure that all documentation relating to online Orientation is maintained in an orderly and efficient manner.
- Work with the Orientation Crew Lead to involve Ryerson Orientation Crew in mentoring and engaging new students online.
- Work with the Marketing Lead and Sponsorship Lead to coordinate the Orientation program's 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.
- During Orientation Week will document activities, events and people for our online photo albums, a wrap up video and content for all social media platforms.
- 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

Video production (conceptualization, filming, post-production, etc.)

Photography (plus editing)

Graphic design skills

Web design skills

Intermediate to advanced proficiency with Adobe Creative Suite (Photoshop, Premiere, After Effects, Light Room, etc.)

Good oral and written communication skills

Strong presentation skills

Strong organization and time management skills

Group facilitation skills

Problem solving and critical thinking skills

\*Extensive knowledge of Ryerson programs and services considered an asset

Applicants should submit a resume and cover letter by April 1<sup>st</sup>, 2014 to Andrew Bisnauth at [abisnaut@ryerson.ca](mailto: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.