

CAREER CENTRE
Summer 2020 Career Boost On Campus

Orientation Digital Marketing Assistant

Position Title: Orientation Storyteller: Digital Marketing Assistant

Work Hours per week: 35.00

Number of Positions Required: 1

Salary Rate: \$14.00

Start Date: May-19-2020

End Date: Aug-21-2020

Mandatory Paid Training: Yes

Training Dates: May 2020

Summary of Host Department:

The Department of Special Projects & Storytelling in Student Affairs creates opportunities for students to tell their own stories, in their own way – writing, film-making, photography, social media, graphic design, digital storytelling, research, podcasting, etc. – to illuminate what Patrick Lewis describes as “...the thing in the shadows, that something else which is found only in the archaeology of the story”. For students who have something to say about their experience, SA Storytelling is here to help bring that to life so that students can be heard, their experience can be enriched in the process, and other students, faculty, and staff can learn from what they hear. We do this through marketing & promotions support for Student Affairs, leading @rustudentlife, and engaging in meaningful assessment, research, and design. Learn more at ryerson.ca/studentaffairs/storytelling.

Position Description:

The successful candidate will be a member of the Ryerson Central Orientation Team, in a marketing and social media community management role. @RUStudentLife is Ryerson University and Ryerson Student Affairs’ “by students, for students” digital community that tells the ongoing story of our vibrant campus community one post, picture, video, tweet and post at a time. As part of the Central Orientation Team, the Digital Marketing Assistant will coordinate and assess @RUStudentLife’s measurements of success surrounding branding, statistics, reach, while also maintaining an active presence on @RUStudentLife’s networks. They will oversee the maintenance of and dissemination of content for @RUStudentLife’s various social media networks and websites, as well as contribute to strategy building for the @RUStudentLife and Ryerson SA brands, assisting with the planning and implementation of an innovative digital Orientation experience. They will design and lead the award-winning #RoadToRyerson campaign. They must be obsessed with social media, resourceful, and comfortable trying new things. This person will play a pivotal role in maintaining Ryerson Central Orientation social media presence, voice, and engagement by curating, posting, and soliciting new content, daily. 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 Digital Marketing Assistant to possess strong organizational, research, and communication skills, a solid understanding of Ryerson University, and 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.

Responsibility Breakdown:

Curate and keep up to date the online presence of @rustudentlife for general RU Student Life storytelling - **20%**

Assist in the planning and implementation of the #RoadToRyerson 2018 campaign - **40%**

Curate and keep up to date the online presence of @rustudentlife for Orientation - **40%**

Skills and Knowledge Required

Fundamental Skills:

- Good oral communication
- Good written communication
- Knowledge of computer software
- Managing Information
- Presentation skills
- Problem solving and thinking
- Research and use of numbers
- Technical skills

Personal Management Skills:

- Being responsible and accountable
- Goal setting
- Positive attitude and behaviours
- Task initiative
- Time management

Teamwork Skills:

- Contribute to team goals
- Event and project planning
- Participate in projects and tasks
- Respect differences
- Work well with others

Technical or Software Skills

- Extensive knowledge of social media platforms including Twitter, Facebook, Instagram, Snapchat; Basic knowledge of analytic tools including Google Analytics; Adobe Suite, Wordpress, Photography & Video expertise are an asset;

Method of Application:

- Email (rustudentlife@gmail.com)

Application Materials Required:

- Career Boost Approval Email (Mandatory)
- Resume
- Cover Letter
- Portfolio