

CAREER CENTRE
Summer 2020 Career Boost On Campus

Orientation Multimedia Storyteller

Position Title: Orientation Multimedia Storyteller

Work Hours per week: 35.00

Number of Positions Required: 2

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 multimedia/video production role. @RUSTudentLife Life 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 Multimedia Storyteller will create dynamic short and long form videos that share student stories on @RUSTudentLife, promoting the goals and programs for Central Orientation, and engaging incoming students with their new Ryerson community before they even arrive. They will play a key role in supporting the award-winning #RoadToRyerson campaign. The successful candidate must have extensive and advanced pre-production, production, and post-production skills, working with lighting, audio, and camera. They will play a pivotal role in creating and sustaining a video-presence for the Orientation Team during the summer, and will work collaboratively with other Student Life Programs and Student Affairs students and staff. 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 Storyteller to possess strong organizational, research, and communication skills, a solid understanding for the incoming Multimedia Storyteller 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:

Create dynamic video-stories and other multimedia projects that share the work and goals of Orientation 2018, including for the #RoadToRyerson campaign - **70%**

Lead and participate in other multimedia projects for Student Affairs - **30%**

Skills and Knowledge Required

Fundamental Skills:

- Good oral communication
- Good written communication
- Knowledge of computer software
- Problem solving and thinking

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 Advanced (required):

DSLR or professional video recording; Video editing; Audio recording; Lighting & set dressing; Pre-production planning (storyboarding, shot lists, etc.); Youtube; Adobe Premiere and/or Final Cut Pro; Safe handling of equipment

Method of Application:

Email (rustudentlife@gmail.com)

Application Materials Required:

Career Boost Approval Email (Mandatory)

Resume

Cover Letter

Portfolio