

Digital Marketing Assistant

Student Affairs Storytelling

Position Information

Position Title:	Digital Marketing Assistant
Number of Positions	2
Salary Rate	\$16.00/hour
Hours per week	10
Email your application to:	Tesni Ellis, Manager, Storytelling tesni.ellis@ryerson.ca
Application requirements:	<ul style="list-style-type: none">● Written cover letter answering the following 2 questions:<ul style="list-style-type: none">○ Describe what you think an effective social media or communications campaign needs to include, using examples from your experience.○ Describe a time you used data/research to make an informed decision or change a strategy related to a social media campaign or platform● Resume detailing relevant experiences in digital/social media marketing, campaign development and management, communications strategy, data management, etc.● Links to any examples of your work and interests● Confirmation of your Career Boost eligibility (mandatory)

Position Description

The primary focus of the Digital Marketing Assistant is to coordinate and assess the central brands within the Ryerson Student Affairs portfolio, including but not limited to @RUSTudentLife, #RyersonSA, @trimentoring, @RyersonISS, @RyersonCareer, @RyersonSLS. This will include development, in partnership with staff and other student staff in Ryerson Student Affairs and SA Storytelling, of campus-wide digital marketing campaigns, key messages, and detailed and regular assessment measuring branding, statistics, and reach. The Digital Marketing Assistant monitors Student Affairs digital student-facing social media networks, assists with content

development, and develops and shares strategies based on insights learned, successes maintained, and areas to improve.

Major responsibilities include: Make recommendations of areas to improve or expand based on insights gained; development of key messages for campus-wide campaigns with our partners; measure and create post-reports of marketing campaigns run by RU Student Life and other social media networks in Student Affairs; monitor activity across all of Ryerson Student Affairs' networks, assessing reach, impact, and other variables; assist the rest of the RU Student Life team and the Ryerson SA departments in getting the word out about their work; foster engagement and collaboration across all RU Student Life and Ryerson Student Affairs social media channels; keep detailed metrics and submit monthly statistics reports to supervisor and other partners; foster and maintain professional partnerships with other departments and external stakeholders including sponsors.

Responsibility Breakdown

- Monitor activity across social media networks including @RUStudentLife and RyersonSA partners' accounts, assessing reach, impact, and other variables (25%)
- Make recommendations of areas to improve or expand based on insights gained (25%)
- Measure and create post-reports of long-form campaigns run by RU Student Life and RyersonSA partners (25%)
- Advise and contribute to key messages, content writing, and campaign plans (25%)

Technical or Software Skills:

- Strong understanding of social media networks, marketing strategies, and writing/content management is a requirement.
- All required software is taught, including the following: Google analytics; Sprout Social; Twitter, Facebook, Instagram; Google Apps; Asana; Slack; Content Creator: Graphic Design