

Orientation Storyteller: Digital Marketing Assistant

To apply for this role please send the following documentation to [rustudentlife@gmail.com](mailto:rstudentlife@gmail.com)

- Resume
- Cover Letter
- Portfolio or samples of work

Work Hours per week (no overtime): 35.00

Salary Rate: \$17.00

Start Date: May-17-2021

End Date: Aug-20-2021

Please note this role will be operating remotely during the duration of the summer

The Department of Special Projects & Storytelling in Student Affairs creates opportunities for students to tell their own stories, in their own way. 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](https://www.instagram.com/rstudentlife), 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. [@RUSStudentLife](https://www.instagram.com/rstudentlife) 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. 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.

Responsibilities:

- Oversee the maintenance of and dissemination of content for [@RUSStudentLife](https://www.instagram.com/rstudentlife)'s various social media networks and websites
- Contribute to strategy building for the [@RUSStudentLife](https://www.instagram.com/rstudentlife) and Ryerson SA brands,
- Assist with the planning and implementation of an innovative digital Orientation experience.
- Design, lead and coordinate the award-winning [#RoadToRyerson](https://twitter.com/RoadToRyerson) campaign.
- Be obsessed with social media, resourceful, and comfortable trying new things.
- Maintain the Ryerson Central Orientation social media presence, voice, and engagement by curating, posting, and soliciting new content, daily.
- Coordinate and assess [@RUSStudentLife](https://www.instagram.com/rstudentlife)'s measurements of success surrounding branding, statistics, reach, while also maintaining an active presence on [@RUSStudentLife](https://www.instagram.com/rstudentlife)'s networks.

Qualifications:

- Must be highly creative, self-motivated, and capable of functioning independently as well as in a team.
- Possess strong organizational, research, and communication skills
- Strong digital marketing, social media data analysis skills
- Have a solid understanding of Ryerson University, Ryerson Student Affairs, values of Equity, Diversity, and Inclusion, Orientation Week, and student leadership development.
- Must be comfortable in front of a camera

Technical or Software Skills

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