



DEPARTMENT OF RECREATION, ATHLETICS & WELLNESS

UTM Moves: Blog Lead (Work-Study)

The University of Toronto is strongly committed to diversity within its community and especially welcomes applications from racialized persons / persons of colour, women, Indigenous / Aboriginal People of North America, persons with disabilities, LGBTQ persons, and others who may contribute to the further diversification of ideas.

| | |
|----------------------------------|--|
| Deadline: | Sunday, August 4, 2024 by 11:59PM |
| Number of Positions: | 1 |
| Rate of Pay: | The Work Study pay rate is starting at \$16.55 /hr |
| Position Start Date: | August 26, 2024 (tentative) |
| Position End Date: | March 30, 2025 |
| Number of Hours per Week: | Up to 15 hours per week. Must be willing to work varying day, evening and possible weekends |
| Classification: | Work-Study (Fall/Winter) |
| Summary: | <p>About UTM Moves: UTM Moves is a peer-based wellness education and community-building program at the Department of Recreation, Athletics & Wellness. Through diverse programming initiatives, UTM Moves highlights the benefits of movement and physical activity for student wellbeing and academic success, and aims to make physical activity inclusive, accessible, and fun for all UTM students.</p> <p>Visit uoft.me/utmmoves and/or follow @utm_athletics on Instagram for all the latest updates about upcoming UTM Moves events and initiatives.</p> <p>Role Overview: Reporting to the Supervisor, Wellness Programs, the UTM Moves: Blog Lead is responsible for the development and publication of the UTM Moves Blog, a weekly blog series focused on trends and topics related to student wellness & fitness, as part of the UTM Moves Program in the Department of Recreation, Athletics & Wellness (DRAW).</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Researching, writing, and editing engaging weekly blog posts on topics related to student wellness, fitness, and healthy living • Ensuring content is accurate, evidence-based, and aligns with current wellness trends and best practices • Developing and managing an editorial calendar to plan and schedule blog posts • Brainstorming and generating new ideas for blog topics in collaboration with the UTM Moves Team • Formatting and publishing blog posts on the UTM Moves website and other relevant platforms, ensuring timely publication of blog posts according to the editorial calendar • Promoting blog content through various channels, including social media, newsletters, and campus events; and collaborating with the Communications Team to maximize reach and engagement • Engaging with readers by responding to comments and feedback on blog posts, and encouraging discussions and interactions around blog topics to build a sense of community |



DEPARTMENT OF RECREATION, ATHLETICS & WELLNESS

| | |
|--------------------------------------|---|
| | <ul style="list-style-type: none"> • Collaborating with different community stakeholders to create diverse and informative content; conducting interviews with wellness professionals, students, and other stakeholders to provide unique insights and perspectives • Monitoring and analyzing blog performance using analytics tools to understand readership trends and inform future content • Maintaining a high standard of writing and ensure consistency in tone, style, and messaging; proofreading and editing blog posts to ensure they are free from errors and meet the university's quality standards • Staying informed about current trends and best practices in blogging, digital content creation, and wellness <p>Additional Responsibilities:</p> <ul style="list-style-type: none"> • Collaborating with a wide range of campus stakeholders, including student groups, clubs, staff, and faculty to enhance program offerings, increase reach, and integrate wellness initiatives into broader campus life • Supporting and staffing UTM Moves events and initiatives • Attending and contributing to regular team meetings to share progress and updates • Referring students to DRAW programs and resources, and maintaining up-to-date knowledge of available supports on campus and in the community • Representing the Department of Recreation, Athletics and Wellness and the University of Toronto Mississauga in a respectful, professional and inclusive manner • Performing any additional relevant duties and tasks as designated by the Supervisor, Wellness Programs |
| <p>Qualifications:</p> | <p>Key Qualifications:</p> <ul style="list-style-type: none"> • Must be a University of Toronto Mississauga student enrolled during the 2024/25 academic year and be in good academic standing • Successful completion of a minimum of 2 years of university study • Mandatory attendance at all training sessions (Last week of August 2024) • Previous experience with writing, editing and publishing a blog/website, or equivalent experience is preferred • Excellent written communication skills • Strong organizational and project management skills with the ability to manage multiple tasks simultaneously • Excellent interpersonal skills, with the ability to engage and inspire diverse audiences • Creative and strategic thinking abilities to develop innovative wellness programs and events <p>Additional Qualifications:</p> <ul style="list-style-type: none"> • Interest in student health, wellness, fitness, and/or athletics • Leadership and teamwork skills • High level of initiative and self-motivation • Ability to work flexible hours, including evenings and weekends, as required for event execution • Ability to work independently as well as in a team setting • Knowledge of University of Toronto campus resources • Appreciation for equity, diversity and inclusion-related issues • Proficient knowledge around Microsoft 365 (Word, Excel, PowerPoint) |
| <p>Method of Application:</p> | <p>Deadline to Apply: Sunday, August 4, 2024 by 11:59PM</p> |



DEPARTMENT OF RECREATION, ATHLETICS & WELLNESS

Please send the following materials to: Ravinder.gabble@utoronto.ca (see contact details below).

- Resume
- Cover letter
- Two (2) previous writing samples; should be a min. of 500 words each and ideally related to wellness, fitness, health, or a similar topic; see examples below:
 - Published blog post
 - Social media caption
 - Website content or a landing page
 - News article or opinion piece
 - A piece of academic writing or an essay
 - Interview
 - Other – please contact us for any questions

We thank all applicants for their interest in the position, however only those applicants selected for further consideration will be contacted.

**Contact
Information:**

RAVI GABBLE, MPH

Supervisor, Wellness Programs

Department of Recreation, Athletics, & Wellness
University of Toronto Mississauga
RA062, 3359 Mississauga Rd
Mississauga, ON, L5L 1C6

Office: 905-828-3767

ravinder.gabble@utoronto.ca

utm.utoronto.ca/athletics

