



DEPARTMENT OF RECREATION, ATHLETICS & WELLNESS

| UTM Moves: Social Media Lead (Work-Study) | |
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| <p>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.</p> | |
| 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: Social Media Lead is responsible for the development and implementation of the social media and communications strategy for the UTM Moves Program in the Department of Recreation, Athletics & Wellness (DRAW).</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Establishing a comprehensive content calendar for the UTM Moves' social media platforms, and scheduling and publishing posts consistently across various social media channels • Developing a social media strategy aligned with the program's goals and objectives, and tailoring content to engage student audiences effectively • Creating graphics, videos, and other multimedia content to promote wellness programs and initiatives • Identifying trends and adjusting strategies to maximize reach and engagement • Fostering a sense of community online by engaging with students and promoting participation in wellness activities; interacting with followers and responding to comments and messages promptly; collaborating with other student groups and organizations to amplify the program's reach • Planning and executing social media campaigns to promote specific events, programs, or initiatives • Monitoring social media metrics and providing regular reports on analytics and performance • Ensuring social media content aligns with the brand and messaging of the Department of Recreation, Athletics & Wellness (DRAW) |



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| | <ul style="list-style-type: none"> • Working with the Communications Team to coordinate coverage of major events, ensuring key moments are captured effectively • Ensuring all social media activities comply with university policies and guidelines • Maintaining the confidentiality and privacy of student information • Promoting positive and inclusive messaging in all content and interactions <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 social media management • Strong knowledge and experience with social media platforms (Instagram, TikTok, etc.) and communications tools (Canva, Adobe CC) • 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> <p>Please send the following materials to: Ravinder.gabble@utoronto.ca (see contact details below).</p> <ul style="list-style-type: none"> • Resume • Cover letter |



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| | <ul style="list-style-type: none">• Two (2) samples of past social media work from personal/professional portfolio (send as URL or shared drive link)<ul style="list-style-type: none">○ E.g., social media account, post, Reel/TikTok, campaign, etc. <p>We thank all applicants for their interest in the position, however only those applicants selected for further consideration will be contacted.</p> |
| Contact Information: | <p>RAVI GABBLE, MPH Supervisor, Wellness Programs</p> <p>Department of Recreation, Athletics, & Wellness University of Toronto Mississauga RA062, 3359 Mississauga Rd Mississauga, ON, L5L 1C6</p> <p>Office: 905-828-3767 ravinder.gabble@utoronto.ca</p> <p>utm.utoronto.ca/athletics</p> <div data-bbox="446 913 678 1018"></div> <div data-bbox="820 913 1003 1018"></div> |