



## DEPARTMENT OF RECREATION, ATHLETICS & WELLNESS

### Social Media Lead

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:** July 28, 2024 @ 11:59 PM

**Number of Positions:** 1

**Rate of Pay:** \$20/hour

**Position Start Date:** August 19, 2024

**Position End Date:** April 30, 2025

**Number of Hours per Week:** 20 hours with one weekend shift (10:00 AM – 5:00 PM)

**Classification:** USW Casual

**Summary:** Reporting to Communications Specialist, the Social Media Lead is responsible for supporting the planning and execution of communications and marketing strategy of the Department of Recreation, Athletics, & Wellness (DRAW) Instagram accounts: @utm\_athletics and @utm\_sports.

#### Key Responsibilities:

- Building a monthly content calendar and collaborating with various DRAW team members to collect/produce content.
- Representing DRAW in the digital space by being one of the front faces of the social media channels, demonstrating high level of professionalism and social intelligence.
- Responding timely to inquiries via Instagram direct messages.
- Assisting in the regular evaluation of digital content by tracking social media analytics and providing monthly reports and data-driven content strategy suggestions.
- Producing short-form video content for Instagram Reels and TikTok that engages the UTM community and educates on the value of physical activity and healthy wellbeing.
- Capturing photos and videos for mobile content during department events, game days, and outreach activities.
- Organizes existing and new assets in the department SharePoint site.

#### Additional Responsibilities:

- Weekend support for communications needs of the department during operating hours, this includes but not limited to:
  - Creating ad hoc print and/or digital signages.
  - Performing website updates.
  - Online calendar maintenance – creating new events, editing existing listings, or cancelling programming.
- Support outreach initiatives (tabling, event staffing) and act as the mascot handler during event appearances.
- Attending weekly meetings with Communication Specialist and Team Leads
- Performing special projects as assigned

#### Qualifications:

#### Key Qualifications (essential for the role):

- Must be a full-time University of Toronto undergraduate student in the 2024-2025 Fall-Winter academic year.
- Intermediate knowledge in Adobe Creative Suite, Canva, and Microsoft Office is required.
- Strong photography and videography skills.
- Highly aware of current social media trends.



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	<ul style="list-style-type: none"><li>• Previous experience in social media content creation and management.</li><li>• Ability to present in a virtual setting and confidently be in video content.</li><li>• Interest in health promotion, particularly in student well-being, fitness, and athletics.</li><li>• Great attention to detail and creative problem-solving skills.</li><li>• Must be available to work in-person, including weekends and evenings.</li></ul> <p><b>Other Qualifications (preferred but not required):</b></p> <ul style="list-style-type: none"><li>• Previous participation in DRAW programming (Aquatics, Fitness, Sports, and/or UTM Moves).</li><li>• Successful completion of a minimum of 2 years of university study.</li><li>• Familiarity with department programs and services.</li><li>• Knowledge of University of Toronto communications branding and content style.</li><li>• Intermediate copywriting skills, particularly for student facing content.</li><li>• Involved in campus life activities (ex: student clubs/academic societies)</li></ul>
<b>Method of Application:</b>	<p><b>Deadline to Apply:</b> July 28, 2024 @ 11:59 PM</p> <p>Please send your resume, cover letter, and portfolio/sample work to <a href="mailto:aimee.padillo@utoronto.ca">aimee.padillo@utoronto.ca</a> with a subject line "Social Media Lead"</p> <p>We thank all applicants for their interest in the position, however only those applicants selected for further consideration will be contacted</p>
<b>Contact Information:</b>	<p><b>Aimee Padillo</b> Communications Specialist <a href="mailto:aimee.padillo@utoronto.ca">aimee.padillo@utoronto.ca</a> University of Toronto Mississauga - Recreation, Athletic &amp; Wellness Centre 3359 Mississauga Road Mississauga, ON L5L 1C6</p>