**Marketing & Communications Job Family**

**Department**: Centre for Student Engagement

**Commitment to Equity, Diversity and Inclusion:**

The University of Toronto and the Centre for Student Engagement are 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, LGBTQ2S+ persons, and others who may contribute to the further diversification of ideas.

**Nature and Scope**

Marketing and Communication jobs with the Centre for Student Engagement assist with creating and designing visual and video material for CSE programs and events across a number of different platforms. Staff also participate in social media management as well as in-person event coverage. Staff are required to be available for weekly team meetings, develop campus-wide outreach campaigns, and have strong communication skills. Ideal candidates will have creative and innovative ideas, which will enhance the promotion of our programs, activities, and overall brand.

**Here are some examples of positions that have been under the Marking & Communications Job Family in the past:**

* Communications Assistant – Social Media
* Communications Assistant – Graphic Design
* Communications Assistant – Parent & Family

**Duties and Responsibilities**

* Develop content for the website, which includes banners, call-to-actions, and images;
* Create and develop content for social media platforms;
* Film and edit videos;
* Create campaigns for all CSE programs and initiatives with the use of the website, social media platforms, and in-person promotions;
* Monitor U of T email account daily for work-related emails;
* Attend weekly team meetings; and
* Participate in team socials and teambuilding.

**Training & Commitments:**

* Attend Student Leadership Training (August 28, 2023 – September 1, 2023)
* Support large-scale CSE events including UTM Orientation (Tentative (September 2, 2023 – September 9, 2023) and Exam Jam (TBC))
* Assist with the recruitment and hiring process in Winter 2024.
* Attend one-on-one meetings with the supervisor/Team Lead regularly.

**Additional Duties**

* Additional duties as assigned by the supervisor.

**Minimum Qualifications Required**

* Preference is given to students in Communication, Culture, and Information Technology (CCIT) and/or related programs
* Strong graphic design, photography, or video recording/editing background
* Strong oral and written communications
* Experience with Adobe Creative Suite (Photoshop, Illustrator) considered an asset
* Excellent time-management
* Familiarity with social media management
* Awareness of AODA requirements
* Cross-cultural awareness
* Knowledge of the campus and its resources
* Must maintain a minimum CGPA of 2.0 while employed with CSE
* Must be enrolled in 40% of a full course load for the entire Fall/Winter period of study
* Be legally able to work in Canada
* The incumbent must be available for the training at the end of August

**CCR Competencies:**

CCR competencies that we look for and evaluate across all our Job Families are:

* Collaboration
* Communication
* Communications & media
* Community and civic engagement
* Decision-making and action
* Facilitating and presenting
* Critical thinking
* Leadership
* Professionalism
* Project management
* Social intelligence
* Teamwork

**Contract Period**

Fall Term: Start August 28, 2023, and conclude in February 2024

\*\*Exact dates to be confirmed at the time of an offer

**Remuneration**

* $16/hour
* 5-10 hours per week during the 2023-2024 Fall/Winter terms