

**CENTRE FOR STUDENT ENGAGEMENT OPPORTUNITY**  
**CANDIDATE PROFILE –SUMMER & FALL/WINTER 2024/2025**  
**Team Lead, Communications**

**SUMMER CONTRACT PERIOD:** May 6, 2024, to August 23, 2024\*. **Successful applicants must be available for Summer Student Leader Training (May 6, 2024, to May 10, 2024, exact dates to be confirmed).**

**SUMMER RENUMERATION:** Salary \$16.55 per hour. The hours of work expected of a summer position is Monday to Friday, 10:00am-4:30pm, with a minimum of one evening shift per week for a total of 30 hours per week during the contract period.

**F/W CONTRACT PERIOD:** August 26, 2024, to April 4, 2025\*. **Successful applicants must be available for Student Leader Training (August 26, 2024 – August 30, 2024) and UTM Orientation (August 30, 2024 – September 7, 2024, exact dates to be confirmed).**

**F/W RENUMERATION:** Salary \$17.55 per hour. The hours expected of a Team Leader is approximately 10-12 hours per week up to a maximum of 230 hours during the academic school year.

**REPORT TO:** **Team Lead, Communications** reports to the University of Toronto Mississauga Centre for Student Engagement and directly to the Digital Engagement Administrator. The supervisor will provide training, support, and assistance in the execution of their responsibilities.

\*Please be aware these are all anticipated contract dates. Exact dates will be confirmed with the contract offer

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**POSITION SUMMARY:**

The Team Lead, Communications is responsible for the planning and designing of marketing materials for the department's various initiatives. The Team Lead oversees the social media management of the Centre's various channels and play a large role in ensuring the department and University branding guidelines are being met. Finally, the Team Lead works closely with the Digital Engagement Administrator in managing a team of assistants that create and design promotional material for the various initiatives throughout the fall/winter semester; the Team Lead plays a large role in the leadership of the team through the facilitation of training and project management.

Team Lead, Communications must be enrolled in 40% of a full course load for the entire fall/winter period of study.

Must maintain a minimum CGPA of 2.0

Selection for this position includes an application and interview process.

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.

**REQUIRED SKILLS:**

- Preference will be given to candidates with prior communications experience with the department.
- Leadership skills
- Excellent time management
- Experience with Adobe Creative Suite is considered a strong asset
- Past experiences with graphic designing recommended
- Familiarity with social media and virtual communication methods
- Videography and photography skills considered an asset
- Strong oral and written communication
- Awareness of AODA requirements
- Ability to use an equity lens in creation of marketing materials

**SUMMER RESPONSIBILITIES:**

**A. MARKETING AND DIGITAL ENGAGEMENT**

- a. Work closely with the Student Engagement Administrator, Digital Engagement in the development and execution of the Centre's marketing and communications plan for the 2024-2025 academic year
- b. Assisting in the planning and creating of marketing materials for the Centre's summer, pre-arrival and new student programming initiatives
- c. Manage the department's various marketing channels, including but not limited to social media platforms and digital/print platforms

**B. PROMOTION & EVENT COMMITMENTS**

- Support Orientation, pre-arrival activities and workshops as required
- Support the outreach of the department through a variety of channels

**C. COMMUNICATION**

- Refer to University policies to answer questions and inform students;
- Be respectful and professional at all times; and
- Monitor U of T email account daily for work-related emails.

**D. TEAM DEVELOPMENT**

- Attend and contribute at regular team meetings as well as at one-on-ones with supervisor; and

- Participate in team socials and team building.

**E. ADDITIONAL DUTIES**

- Additional duties as assigned by a Student Engagement Coordinator.

**FALL/WINTER RESPONSIBILITIES:**

**F. MARKETING AND DIGITAL ENGAGEMENT**

- a. Lead the communications team through facilitating training and supporting their learning in respect to the Centre's branding guidelines and offering development opportunities that they can benefit from.
- b. Responsible for the delegation and management of the various projects requested throughout the fall/winter term
- c. Responsible in supporting the execution and delegation of workshops for the marketing stream of the Community Leadership Development Program

**G. Support the outreach of the department through a variety of channels**

**H. COMMUNICATION & ADMINISTRATION**

- Communicate with your group of students and disseminate information relevant to them regarding university programs and events in a timely manner;
- Submit weekly reports summarizing the occurrences, events, and interactions of each week;
- Refer to University policies to answer questions and inform students;
- Be respectful and professional at all times; and
- Monitor U of T email account daily for work-related emails.

**A. TEAM DEVELOPMENT**

- Attend and contribute at regular team meetings as well as at one-on-ones with supervisor; and
- Participate in team socials and team building.

**B. PROMOTION & EVENT COMMITMENTS**

- Promote Student Engagement initiatives and programs through fairs, tabling, social media, etc.;
- Assist with CSE events including, but not limited to: Exam Jam, Fall Campus Day, March Break Open House; specific dates TBD.
- Assist with student hiring initiatives for the Centre for Student Engagement for 2024/2025.

**C. ADDITIONAL DUTIES**

- Additional duties as assigned by Digital Engagement Administrator.