Brock Student Life and Community Experience

Position title
Graphic Designer

Student Life and Community Experience vision
Brock's Student Life and Community Experience department offers programs and services that promote student success through community engagement, leadership development, service-learning and volunteerism. We work strategically alongside community partners (on and off-campus) to develop socially-responsible individuals who strive to enhance the Brock and Niagara experience.

At the core of our department are its people. We thrive on student-driven innovation and on collaborative teamwork between our student leaders and the professional management team.

Position summary
This student position will assist in increasing awareness of Student Life and Community Experience and its affiliated events, programs and campaigns. The Graphic Designer creates and coordinates graphical content (i.e. for websites, blogs, social networking sites and posters) as well as reports on content strategy. Web-based tools such as the Brock University Current Students' webpages, WordPress (Get Involved BU blog), Facebook, Twitter and the ExperienceBU involvement portal are the primary promotion tools, however some print and in-person communications support will be required.

Organizational structure: This student position is responsible to the Student Life and Community Experience Management Team; under the direction of the Student Leadership & Engagement Coordinator and with support from the Student Marketing Coordinator.

Duties and responsibilities

1. **Marketing and promotions**
   a) Implement marketing plan for Student Life Community Experience's involvement in school-year activities (i.e. for Orientation Week events, Brock Days events, Student Leader Summit, knowfire.ca and other off-campus living initiatives, etc.)
   b) Create content that describes programs and initiatives with updated, meaningful messaging and information via: ExperienceBU, websites (Current Students and departmental webpages), Get Involved BU blog, social networking sites and posters.
   c) Develop marketing materials (i.e. SWAG items, press releases, print, photography, video, etc.) and work with strategic partners (i.e. BrockTV, Brock Press, The Brock News, CFBU radio, external media etc.) for publishing and distribution.
   d) Analyze and grow our online community (i.e. size, engagement levels, etc.)
   Archive marketing pieces (i.e. photography, news articles, blog posts, etc.)

2. **Team support**
   a) Work with the Event Planning Team to plan, promote and coordinate events and volunteers.
   b) Work with the ExperienceBU Team to promote the involvement portal and Co-curriculum; provide co-curricular advising for students; manage campus partnerships and strategically connect students and student organizations to programs.
   c) Work with Community Experience Team to achieve student learning goals; measure program outcomes; provide service to students, faculty, staff and visitors to Brock.
   d) Work with the Marketing Team to increase awareness about Student Life and Community Experience and its affiliated events, programs and initiatives.
   e) Participate in weekly team meetings with area team (Student Leadership and Engagement).
   f) Meet with portfolio team as needed (i.e. Marketing team during monthly staff training).

3. **Administration**
   a) Innovate marketing tools and resources to be used throughout the year (i.e. templates for event posters).
   b) Other duties as assigned.

Requirements

- Maintain an academic standing of minimum 65%
- Complete necessary documents for the Experience Works program (note: employment is not contingent on a student being Experience Works qualified)
- Exceptional customer service skills
- Positive and enthusiastic attitude; must be a team player
- Strong organization and coordination skills
- Demonstrated communication and presentation skills
- Creative flair and a strong visual sense
- Digital fluency
- Solid understanding of department's mission, vision, values and branding
- Previous experience in graphic design and managing non-personal social media an asset; please present your portfolio during interview

Restrictions

- Must be a current Brock student
- Must be able to legally work in Canada

Training provided

- 2-day orientation and training includes skills-development and knowledge building in the areas of: customer service, project management, community animation, relationship-building, conflict transformation, communication, portfolio-specific skills, collaboration and group process
- Monthly training and reflection to help digest and deepen your learning

Term of appointment

End of August/beginning of September 2014-April 2015

Remuneration

$11.00 per hour

Additional benefits

- Student Leadership & Innovation Commons (SLIC) membership which includes 24/7 access to the workspace, network of student leaders and other supportive resources
- Access to social networks, lots of cool people and ideas
- A chance to work on special projects that catalyze the extraordinary potential of our dynamic Brock community
- $50.00 towards any Foundations in Leadership Practicum Series level (Bronze, Silver, Gold or Platinum)

*** Please Note: There will be a mandatory training program prior to employment start date. ***