

Sexual Violence Prevention- Social Media Coordinator

Support and Education Employment Opportunity within Human Rights and Equity (**HRE**)

Start date: July 24th, 2023

Number of positions available: 1

Are you excited about likes, shares, comments and followers? Are you the go-to person for what's happening? Are you always posting creative photos or stories? The Gender and Sexual Violence Prevention team is looking for a creative and organized individual to run our social media accounts and ensure the students of Brock know all of the awesome things GSV team is up to. This person will be a key part of the GSV prevention team marketing plan and will work closely with the other marketing team members with respect to social media, as well as general marketing initiatives.

SECTION 1: PRIMARY JOB FUNCTION

Responsibility 1: Social Media Management

- Develop and execute a weekly optimal posting schedule (which will include posts about Workshop series, drop-in, events, and awareness posts.) with the Gender and Sexual Violence Education Coordinator and Manager (Instagram, Facebook and Twitter)
- Possess a strong mix of organizational skills, to ensure all internal Gender and Sexual Violence Prevention Team requests are executed and planned effectively, as well as creativity to ensure content is as engaging as possible
- Be one of a team of staff responsible for answering or directing incoming messages from various social media networks.
- Ensure Gender and Sexual Violence prevention social media cover photos, pinned posts, profiles, etc. are always up to date.
- Attend (or arrange photos from others of) HRE Brock events, to highlight what HRE is doing in the moment
- Meet with, as needed, Gender and Sexual Violence Education Coordinator to discuss their social media goals and needs
- Research, plan and execute, with the Gender and Sexual Violence Education Coordinator, social media campaigns to increase followers, strengthen relationships with existing followers, or improve engagement
- Stay up to date with all social media platform features/changes, and ensure GSV prevention team is using each network to it's full potential
- Utilize various technology to create social media content as required (SLR cameras for taking photos, Canva to create graphics, etc.)

Responsibility 2: Email Marketing

- Responsible for the creation, including all written content, strategy recommendations, and management of our email marketing
- Newsletter will be sent once every 1-2 weeks

- Work in conjunction with the Gender and Sexual Violence Education Coordinator to create images for the emails

Responsibility 3: Marketing

- Assist in the planning of promotional, marketing and awareness campaigns for HRE/GSV services, events, businesses and governance efforts
- Assists in development, execution and tabulation of various data collection from students
- Support marketing department in marketing preparation, including banner finishing, laminating, data entry, etc.
- Other marketing duties as required.

SECTION 2: POSITION REQUIREMENTS

- Excellent planning, organization and time management skills.
- Creative and innovative.
- Excellent team player, but also able to work independently.
- Strong oral and written communication skills.
- Strong working knowledge of Instagram, Facebook, Twitter and Snapchat
- Working knowledge of HRE services.
- Computer skills (word processing, spreadsheet, database, internet).
- Ability to resolve conflict in an effective and diplomatic manner.
- Strong interpersonal skills.
- Ability to work effectively in a fast-paced environment.
- Legally eligible to work in Canada
- Must be a registered undergraduate student at Brock University during the term of their employment

To be eligible, candidates must:

- be a current Brock University student at the start of the employment;
- be a Canadian citizen, permanent resident, or have a valid Student Work permit, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment;
- have a valid Social Insurance Number or valid Student Work permit at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations;
- provide a clear Vulnerable Person Police Check upon hiring

If interested in applying for one of these positions, please send your resume and cover letter to enyambiya@brocku.ca no later than June 24th, 2022. Anticipated start date will be July 24th for mandatory onboarding and training for 30 hours a week. The position will be contracted for 10-15 hours per week for 35-weeks between September 2023 through April 2022.