

Student Life and Success is a dynamic department offering programming and services that support student success both academically and outside the classroom.

As part of Student Life and Success, Faith and Life is focused on shaping a campus for students of all spiritual, religious, and secular identities to flourish.

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 staff.

Job Title:	Social Media and Marketing Lead
# of Positions:	1
Start Date:	September 1, 2023
End Date:	April 2024 (<i>end date may vary, typically last date of Winter classes</i>)
Hours of Work:	7 hours/week plus 1 hour bi-weekly staff meetings, while classes are in session Flexible hours, including evenings and weekends will be required.
Hourly Rate:	\$15
Eligibility:	Must be a current Brock student with a minimum overall average of 65% and legally able to work in Canada

Position Summary

Faith and Life is a unit of Student Life and Success focused on the holistic and personal flourishing of those who call Brock University home. The Social Media Lead position will be focused on (1) raising awareness of Faith and Life, (2) telling the stories of the Faith and Life community and its events, (3) supporting the Faith and Life Staff to continue to share the narrative through effective social media strategies.

Every Student Life and Success team member will support and contribute to various projects and events, while also providing team assistance and being flexible as time allows in their workload.

Duties and Responsibilities

1. Social Media

- a) Create content for Instagram, TikTok, ExperienceBU, and other necessary social media outlets.
- b) Design posters for Faith and Life, have them approved, and post them across campus.
- c) Work to increase Faith and Life social media followers and engagement.

2. Event Promotion & Participation

- a) Attend Faith and Life events to take photos and gather student responses and participation.
- b) Ensure that updated photos are shared widely and uploaded to SharePoint for promotional opportunities across Faith and Life.

3. Collaboration

- a) Work with the Faith and Life Staff, SLS marketing team, and student clubs to ensure that all events, gatherings, and opportunities are cross-promoted.
- b) Work collaboratively with the Faith and Life administrative student staff to ensure that any events or stories are promoted across campus.

4. Programming and Team Support

- a) Work with teams to create and deliver well-rounded events and opportunities to support students
- b) Work to connect students and student organizations to our programs, events and activities, as well as other campus and community resources. This includes promoting ExperienceBU and the Campus-Wide Co-Curriculum and providing co-curricular advising for students.
- c) Participate in bi-weekly team meetings
- d) Additional programming/project requirements will be determined by the Student Life and Success Management Team.

5. Customer Service

- a) Provide a welcoming and resourceful presence for a diverse student body and encouraging and facilitating engagement in student life at Brock University.
- b) Help to build a community by helping to form relationships and connections among students, faculty, and the general Brock community.

6. Other duties as assigned

Required Skills & Qualifications

- Student capacity in time management, adaptability, and collaboration as well as student experience and comfortability with digital communications (e.g., video, social media) is an asset.
- Proficient in design (e.g. Canva)
- Skilled in all social media platforms, with a focus on Instagram and TikTok.
- Proficient in Microsoft Teams, Outlook, ExperienceBu, and Sakai.
- Introductory photography and editing skills is considered an asset.
- Comfortable in social settings.
- Positive and enthusiastic attitude.
- Strong organization and coordination skills.
- Ability to work independently as well as part of a larger team.

Brock University recently paused its COVID-19 vaccination and mask requirement although masks are still required in instructional spaces. This decision is subject to change on short notice should the public health situation require it. If the University once again requires all employees working on campus and/or in-person with other employees, students, or members of the public to provide proof that they are fully vaccinated against COVID-19, you will be required to submit proof of vaccination. Those who meet specific and limited medical or human rights accommodation criteria may be required to participate in rapid antigen testing and enhanced screening protocols.

Learning Outcomes

This position is designed to provide experience and skills development; by the end of their position, student staff will be expected to know, understand, and demonstrate the following learning outcome domains:

- Project Management: gain experience leading projects and delivering quality initiatives in suitable timeframes.
- Communication: enhance communication skills and the ability to relate with others.
- Teamwork & Collaboration: gain experience working as part of a team.
- Leadership: gain a sense of self-awareness and demonstrate an understanding of their leadership ability.

Additional Benefits

- Training, skills-development, and knowledge building in areas such as project management, event planning, communication, and leadership
- 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
- Costs covered for the Foundations in Leadership Professional Development Series (Bronze, Silver, Gold or Platinum)

Brock University is actively committed to diversity and the principles of Employment Equity and invites applications from all qualified candidates. Women, Aboriginal peoples including those who identify as members of First Nations, Inuit and Métis Peoples, members of visible minorities and racialized groups, people with disabilities, and lesbian, gay, bisexual, transgender, and queer (LGBTQ) persons are encouraged to apply.

We will accommodate the needs of the applicants and the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the selection process, as outlined in the Employee Accommodation Policy <https://brocku.ca/policies/wp-content/uploads/sites/94/Employee-Accommodation-Policy.pdf>.

Please advise zdebruyn@brocku.ca to ensure your accessibility needs are accommodated through the hiring process. Information received relating to accommodation measures will be addressed confidentially.

We appreciate all applications received; however, only candidates selected for an interview will be contacted.