

Student Life and Success is a dynamic department offering programming and services that support student success both academically and outside the classroom through its units of A-Z Learning Services, Student Life, Faith and Life, and Student Affairs.

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.

<b>Job Title:</b>	<b>Social Media Assistant</b>
<b># of Positions:</b>	1
<b>Duration:</b>	September 2021 - April 2022
<b>Start Date:</b>	September 1, 2021
<b>Training:</b>	September 1 - September 3 (21 hours, paid) <b>This is a mandatory condition of employment</b>
<b>Hours of Work:</b>	9 hours/week plus 1 hour bi-weekly staff meetings, while classes are in session <b>Flexible hours, including evenings and weekends will be required.</b>
<b>Hourly Rate:</b>	\$14.25
<b>Eligibility:</b>	Must be a current Brock student with a minimum overall average of 65% and legally able to work in Canada

### Position Summary

Under the guidance of the Marketing and Media Design Coordinator, the Social Media Assistant will work to create new and innovative social content highlighting Student Life and Success initiatives, with a focus on telling the Student Life and Success ‘story’.

The Social Media Assistant will provide a student perspective, maintain the student voice, and operate as the “face” of Student Life and Success in physical and online platforms.

Every Student Life and Success team member will take on the leadership role with various projects and events and will contribute to most events and programming, while also providing team assistance and being flexible as time allows in their workload.

### Duties and Responsibilities

#### 1. Social Media Planning and Development

- a) Work to create new and innovative social content to increase awareness of Student Life and Success programs, supports and opportunities, with a focus on telling the Student Life ‘story’.
- b) Provide the student perspective and operate as the “face” of Student Life and Success in physical and online platforms by personifying and championing our related programs, services, and events, and showcasing the Brock experience.
- c) Work closely with Student Life and Success staff to create and implement social media content plans related to our programs, services, and events.
- d) Assist in the development of strategies and content to increase followership and engagement.
- e) Remain attentive to events and activities taking place at Brock and in the community to cross-promote events hosted by others that support students’ success and the student experience.

## 2. Social Media Administration

- a) Assist with administering social media channels during key time periods, including Facebook, Twitter and Instagram
- b) Respond to comments or questions on the social media channels in a timely and professional manner.
- c) Monitor student conversations on social media and join conversations where appropriate.
- d) Attend weekly meetings to coordinate efforts and ensure a variety of events and initiatives are covered.

## 3. 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.

## 4. 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.

## 5. Other duties as assigned

### Additional Information - COVID-19

- Depending on Brock University operational announcements due to COVID-19, this position may be a virtual role for a portion of the contract. This means all communication, student support, and activities will be conducted using a variety of online tools.
- If operating virtually, student staff will be required to complete their work hours remotely.
- 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.

### Required Skills & Qualifications

- Strong functional knowledge of social media principles, practices, and the desire to apply that knowledge in a professional environment.
- Solid understanding of department's mission, vision, values and branding
- Ability to learn and adhere to university brand standards and department marketing practices.
- Excellent written and oral communication skills.
- Ability to work well and quickly under pressure both individually and as a part of a team.
- Creativity and innovative thinking skills
- Positive and enthusiastic attitude
- Strong organization and coordination skills

## 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)