

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, Student Life provided opportunities for everyone in the Brock community to be active and engaged at Brock and within its surrounding communities. We offer programs and services that support campus involvement, leadership development, community engagement, off-campus living and so much more.

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 Assistant
Start Date:	Thursday, August 28, 2025
End Date:	Friday, April 4, 2026 <i>(end date may vary, typically last date of Winter classes)</i>
Hours of Work:	<p>Mandatory Training:</p> <ul style="list-style-type: none"> In-person training, 7 hours each day, on Thursday, August 28, and Friday, August 29 Plus 5 hours of online, asynchronous training to be completed prior to August 28. <p>Welcome Week (August 31 – September 7):</p> <ul style="list-style-type: none"> Up to 15-20 hours during this period, depending on event schedules. <p>Fall/Winter (September 8 – April 4):</p> <ul style="list-style-type: none"> 9 hours/week while classes are in session, starting September 8 Additional hours may be required to support social media coverage at events Attendance at a 1-hour bi-weekly staff meeting is also required.
Hourly Rate:	\$17.20 / hour
Eligibility:	Must be a registered Brock student throughout the term of employment, with a minimum overall average of 65% and legally able to work in Canada

Position Summary

The Social Media Assistant will support the Student Life team in promoting events, initiatives, and services by creating engaging social media content and assisting other student staff in developing creative and effective marketing strategies. The Assistant provides expertise in social media management, design, and communication to ensure consistent and impactful messaging, and will provide a student perspective, maintaining the student voice.

The Student Life Social Media Assistant plays a key role in enhancing student engagement with Student Life events, initiatives, and services through creative and impactful social media content. By providing guidance and resources to student staff, the assistant empowers them to develop innovative and effective marketing strategies for their programming.

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.

Responsibilities

Social Media Planning and Development

- Collaborate with student staff to brainstorm creative ideas for marketing their events and initiatives.
- Develop and manage social media content, including posts, stories, and campaigns, ensuring alignment with Student Life branding and goals.
- Provide guidance to student staff on best practices for social media, including effective use of platforms, tools, and strategies.
- Assist with photography, videography, and graphic design as needed for marketing purposes.
- Collaborate with the broader Student Life team to ensure cohesive messaging and representation of Student Life programming.
- Assist in the development of strategies and content to increase followership and engagement.
- Stay informed about events and activities happening at Brock and within the local community to highlight and cross-promote initiatives that enhance student success and enrich the student experience.

Social Media Administration

- Monitor social media channels during key time periods, including Facebook, and Instagram, responding to comments or questions in a timely and professional manner.
- Monitor student conversations on social media and join conversations where appropriate.
- Attend weekly meetings to coordinate efforts and ensure a variety of events and initiatives are covered.

Programming and Team Support

- Serve as an ambassador for Student Life and Success, including ExperienceBU and the Campus-Wide Co-Curriculum, by promoting and connecting students and student organizations to these programs, our events and activities, as well as other campus and community resources that support their success and student engagement.
- Help build a community by providing a welcoming and resourceful presence for a diverse student body, helping to form relationships and connections among students, faculty, and the general Brock community and encourage and facilitate engagement in student life at Brock University.
- Participate in bi-weekly team meetings
- Additional programming/project requirements will be determined by the Student Life and Success Management Team.

Other duties as assigned

Additional Information

Although primarily an on-campus position, this position may include online duties to align with Student Life and Success hybrid service delivery model. Communication, student support, and activities may be conducted using a variety of online tools.

Required Skills & Qualifications

- Experience managing social media accounts, with knowledge of multiple platforms (e.g., Instagram, TikTok, Facebook).
- Strong written and visual communication skills.
- Creativity and enthusiasm for marketing and storytelling.
- Ability to work independently and collaboratively in a team setting.
- Basic graphic design, photography, or videography skills (experience with tools like Canva is an asset).
- Familiarity with social media analytics and performance tracking is a plus.
- Solid understanding of department's mission, vision, values and the ability to learn and adhere to university brand standards and department marketing practices.
- Strong skills in time management, adaptability, and collaboration
- Positive and enthusiastic attitude
- Strong organization and coordination skills
- Ability to work independently as well as part of a larger team

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

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](#).

Please advise studentlife@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.