

2021/2022 WORK STUDY PROGRAM

JOB POSTING

JOB TITLE: Student Communications Assistant

DEPARTMENT NAME: Office of Student Life, Student Services

CONTACT NAME: Emily Huynh, Manager, Student Life and Engagement, Office of Student Life

JOB DESCRIPTION:

The Office of Student Life (OSL) strives to advance UVic's vision of community building and supporting a post-secondary education experience that nurtures the full development of students. Through unique and dynamic programming and initiatives, the OSL provides opportunities for meaningful engagement in extra-curricular spaces, supporting the capacity of all students to establish belonging and connection, and engage in holistic learning and growth. The OSL also provides programming and support for new to UVic students, facilitating their successful transition to UVic through pre-arrival, arrival and new student engagement programs, events and activities.

The OSL seeks a Student Communications Assistant for the 2021-2022 academic year. Reporting to the Manager, Student Life and Engagement, the Student Communications Assistant is responsible for:

Communications and engagement

- Support the creation of strategic communications plans and campaigns, including researching options, recommending strategies and tactics and creating rollout schedules
- Produce, strategize and measure social media campaigns and content through Hootsuite, Instagram and Facebook
- Create engaging and informative student communications content to support the programming objectives of the OSL
- Work collaboratively with other departments to gather information, compose and fact-check content, and disseminate to students
- Help coordinate and produce promotional material and campaigns to publicize programs and services
- Help implement and carry out student-focused initiatives
- Track and report on metrics for a variety of communications strategies (i.e. email open rates and click-through, social media engagement, etc.)
- Assist with editing, revising and testing online and virtual initiatives and programs
- Regularly monitor communications on online platforms (e.g. MS Teams chats) and flag concerning comments/content that may require further action

Support student transitions to and engagement at UVic

- Be knowledgeable of campus and community resources (including academic, social, safety, health and others), and able to refer others when appropriate.
- Research and benchmark practices related to engaging and accessible student communication strategies

Departmental administration

- Attend staff meetings, one on ones and other meetings as appropriate.
- Assist with the set-up and facilitation of online events and programs, as needed.

APPLICANTS MUST BE ELIGIBLE TO PARTICIPATE IN THE WORK STUDY PROGRAM For details go to: <http://www.uvic.ca/registrar/safa/work-study/index.php>

- Additional duties as assigned.

QUALIFICATIONS:

The Student Communications Assistant must:

- Have excellent written communication skills, including the ability to target communications to specific audiences
- Have experience creating social media content and/or managing social media profiles in a professional capacity (Facebook, Instagram, Twitter, Hootsuite, etc.)
- Have experience with design, such as experience with the development, layout and formatting of materials including social media graphics, infographics, posters, presentations and/or websites
- Be effective at using technology, including the Office Suite (Excel, Word, PowerPoint), Adobe Creative Suite, blog management systems, web content management systems, and email distribution tools (e.g. Constant Contact, MailChimp, Upaknee)
- Have a commitment to quality, attention to detail and an ability to troubleshoot and problem solve
- Be able to work independently and on a team with excellent interpersonal skills.

The OSL recognizes that not all students interested in this position may have prior formal experience in one or more of the above qualifications. Volunteer work, lived experiences and/or experiential knowledge will be recognized and considered as alternate and equivalent ways to be qualified for this role.

JOB LOCATION ON-CAMPUS: Jamie Cassels Centre / Remote Location

WORK STUDY WAGE: \$16.00/hour (including 4% vacation pay)

DEPARTMENT TOP UP: \$3.00/hr

HOURS AVAILABLE: 325

HOW TO APPLY: Please email your cover letter and resume to eventassist@uvic.ca with the subject line "Work Study – SCA Application"

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