2020/2021 WORK STUDY PROGRAM

JOB POSTING

JOB TITLE: HEIS3 - Marketing and Social Media Assistant

DEPARTMENT NAME: School of Health Information Science

CONTACT NAME: Sandy Polomark

JOB DESCRIPTION:
The School of Health Information Science (HINF) is seeking to hire a student who, under the supervision of Dr. Andre Kushniruk, will create HINF marketing materials including an online annual report and promote the School’s program via social media.

Objective of the marketing and social media campaign:
• Promote awareness of the HINF graduate and undergraduate programs to both prospective HINF students and prospective co-op employers.

Main Responsibilities:
• Creation of marketing materials such as brochures and online advertisements
• Create an online annual report featuring the School’s news, programs and event information
• Manage regular posting schedule of news and event promotions
• Generate and maintain a list of prospective employers with their contact information
• Create, monitor, and maintain social media accounts
• Review marketing analytics to assess success and recommend improvements
• Develop strategies to increase followership and engagement
• Perform other related duties as required
• Devise and evaluate methods for collecting data, such as surveys, questionnaires, and opinion polls

QUALIFICATIONS:
• Enrolled as a student in the School of Health Information Science
• Eligible for a Co-op Work Term (completion of HINF 202 and required courses)
• Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media best practices
• Interpersonal and strong organization skills, time management skills and ability to complete assigned work on time
• Critical thinker and problem-solving skills
• Detail oriented
• Good command of the English language
• Effective communication skills, both oral and writing skills

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
• Ability to work independently, under the direction of a faculty member and exercise initiative

**JOB LOCATION:**
Work will be done remotely – off campus

**WORK STUDY WAGE:**
$15.50/hour (including 4% vacation pay)

**DEPARTMENT TOP UP:**
$0.50/hour

**HOURS AVAILABLE:**
300

**HOW TO APPLY:**
Please send Cover Letter and Resume to:
Sandy Polomark
School of Health Information Science
HSD Bldg, Room A202
or email to: hinfprog@uvic.ca