2020/2021 WORK STUDY PROGRAM

JOB POSTING

JOB TITLE: OSTL3 - Student Communications and Engagement Intern

DEPARTMENT NAME: Office of Student Life, Student Services

CONTACT NAME: Alex Sterling, Manager, Student Life, Office of Student Life

JOB DESCRIPTION:

The Office of Student Life (OSL) 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 is also responsible for providing proactive educational programming for students to advance UVic's response to student mental health issues, sexualized violence awareness and prevention and in other areas that support under-represented student populations. The OSL is also responsible for the investigation and resolution of non-academic misconduct allegations and supports the coordination and response for high-risk student issues that require case management support.

The OSL will be hiring up to three Student Communications and Engagement Interns for the 2020-2021 academic year. These student interns will work to support the three primary student engagement portfolios:

- **Student transitions** supporting the successful transition of incoming new students through pre-arrival and arrival/welcome orientation activities and events;
- **New student connect** program, a peer-support engagement program to engage new students in an active online student community both socially and academically; and
- **Student engagement** with proactive educational programming for students to advance UVic’s response to student mental health, sexualized violence awareness and prevention, anti-oppression and other areas supporting under-represented student populations.

Working in the Office of Student Life, the Student Communications and Engagement Intern 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
- Support the coordination of large campus-wide events and initiatives for students (e.g. Orientation, Wellness Week, Sexualized Violence Awareness Week, Pride Week, etc.)

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
• Create engaging and informative content to assist new students with their transition to UVic as well as new and current student engagement on key university priority initiatives such as sexualized violence awareness, student mental health and wellness strategy, anti-oppression, (i.e. blog posts, videos, podcasts, live sessions, etc.)
• Work collaboratively with other departments to gather information, compose and fact-check content, and disseminate to students
• Create and monitor email newsletter campaigns
• 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-throughs, 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.
• Provide programming support to the OSL team as needed.
• Write a transition report documenting projects completed during the work term, including analyzing feedback and making recommendations for future years.
• Assist with the set-up and facilitation of online events and programs, as needed.
• Additional duties as assigned.

QUALIFICATIONS:
The Student Communications and Engagement Intern 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 trouble shoot and problem solve
• Be able to work independently and on a team with excellent interpersonal skills.

APPLICATIONS MUST BE ELIGIBLE TO PARTICIPATE IN THE WORK STUDY PROGRAM
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• Possess strong project management and time management skills, including creating detailed work plans, setting priorities and meeting deadlines.
• Demonstrate intercultural competence and a knowledge of equity, diversity and inclusion principles.
• Have knowledge about the experiences of new students and current student engagement and supports available; experience working with student engagement initiatives is an asset (e.g., Student Life Leadership program, Orientation Leader/volunteer, Community Leader, Engage Leader, etc.)
• Have the ability to work with underrepresented students (e.g. 2SLGTQIA+ students, Indigenous students, international students, students with disabilities, etc.) and a variety of other student populations
• Have knowledge of student development theory and student learning is an asset.

JOB LOCATION ON-CAMPUS: Virtual and on-campus (University Centre, Suite B202)

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

DEPARTMENT TOP UP: $1.50/hour

HOURS AVAILABLE: 220

HOW TO APPLY:

Please email your cover letter and resume to

In your cover letter, please ensure you share the following:
1. Why you want to work with the Office of Student Life and support student engagement at UVic; and
2. One creative idea for how to engage and support via online communications channels (i.e. an idea for a social media campaign, email tactic, fun video, etc.).

We thank you for your application. Only those who are selected for an interview will be contacted.

UVic is committed to upholding the values of equity, diversity and inclusion in our living, learning and work environments. In pursuit of our values, we seek members who will work respectfully and constructively with differences and across levels of power. We actively encourage applications from members of groups experiencing barriers to equity. Read our full equity statement here: http://www.uvic.ca/equitystatement.