

## 2022/2023 WORK STUDY PROGRAM

### JOB POSTING

**JOB TITLE:** STSV2 - Assistant, Student Communications  
**EMPLOYEE GROUP:** CUPE  
**DEPARTMENT NAME:** Office of Student Life, Student Services  
**CONTACT NAME:** Hannah McElderry,  
Curriculum and Communications Coordinator  
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 an organized, passionate Student Communications Assistant for the 2022-2023 academic year. Reporting to the Coordinator, Curriculum and Communications, the Student Communications Assistant is responsible for:

- Supporting the creation of strategic communications plans and campaigns, including researching options, recommending strategies and tactics and creating rollout schedules
- Producing, strategizing and measuring social media campaigns and content through Hootsuite, Instagram and Facebook
- Creating engaging and informative student communications content to support the programming objectives of the OSL
- Working collaboratively with other departments to gather information, compose and fact-check content, and disseminate to students
- Helping implement and carry out student-focused initiatives
- Tracking and report on metrics for a variety of communications strategies (i.e. email open rates and click-through, social media engagement, etc.)
- Assisting with editing, revising and testing online and virtual initiatives and programs
- Researching practices related to engaging and accessible student communication strategies
- Attending staff meetings, one on ones and other meetings as appropriate
- Additional duties as assigned.

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>

## QUALIFICATIONS:

We are looking for candidates who:

- Are passionate about supporting students to navigate, engage in and thrive throughout their journey at UVic
- Possess a broad knowledgeable of campus and community resources (including academic, social, safety, health and others)
- Possess an understanding of structural and systemic barriers faced by historically marginalized students, through work and/or lived experiences
- 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
- 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
- Are effective at using technology, including the Office Suite (Excel, Word, PowerPoint), Adobe Creative Suite, web content management systems, and email distribution tools
- Have a commitment to quality, attention to detail and an ability to troubleshoot and problem solve
- Are able to work independently and on a team with excellent interpersonal skills.

Additional assets for this position include:

- A background in or knowledge of universal design principles
- A solid understanding of anti-racist and anti-oppressive frameworks and practices

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:** \$16.50/hour (including 4% vacation pay)

**DEPARTMENT TOP UP:** \$3.50/hr

**HOURS AVAILABLE:** 100

**HOW TO APPLY:**

Please email your cover letter and resume to [studentlife@uvic.ca](mailto:studentlife@uvic.ca) with the subject line "Work Study – SCA Application"

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