JOB TITLE: PHSP1 – Social Media Marketing Assistant

DEPARTMENT NAME: Public Health & Social Policy

CONTACT NAME: Joan Bowles

JOB DESCRIPTION:

The work study student will be under the direction of the PHSP Program Manager &/or the PHSP Director’s Assistant. Main duties include:

- Working collaboratively with PHSP staff to advance social media marketing strategy
- Creating and maintaining a yearly calendar, inputting data appropriate to School activities and events using Hootsuite
- Scheduling posts to occur on a daily basis according to School calendar
- Online networking as a champion of PHSP, maintaining communications and relationships with existing community partners and networks
- Daily management of social media accounts, updating various online materials such as photos, videos, text, as required, using Canva
- Tracking and evaluation of social media platforms: Facebook, Twitter, YouTube and LinkedIn
- Other duties as required, related to social media strategy

QUALIFICATIONS:

- Demonstrated knowledge, skills & abilities in various social media platforms, specifically Facebook, Twitter, YouTube & LinkedIn
- Excellent interpersonal, communication, online research and networking skills
- Strong time management, planning and organizational skills

JOB LOCATION ON-CAMPUS: School of Public Health & Social Policy, HSD

WORK STUDY WAGE: $13.50/hour (including 4% vacation pay)

Applicants must be eligible for Work Study Program
For details go to: http://www.uvic.ca/registrar/safa/work-study/index.php
<table>
<thead>
<tr>
<th><strong>DEPARTMENT TOP UP:</strong></th>
<th>$3.00 per hour</th>
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<tr>
<td><strong>HOURS AVAILABLE:</strong></td>
<td>200 hours</td>
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<td><strong>HOW TO APPLY:</strong></td>
<td>Please send resume and cover letter outlining skills and abilities related to the position, to Joan Bowles, Program Manager, PHSP to <a href="mailto:phspmgr@uvic.ca">phspmgr@uvic.ca</a></td>
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