

Communications and Marketing Assistant: Work Study Position

Stream: Work Experience Stream

Position Type: Communications/ Marketing/ Media

Position title: Communications and Marketing Assistant

Division: Faculty of Arts & Science

Campus: St. George Campus

Number of vacancies: 1

Hours per week: 10 – 15

DEPARTMENT OVERVIEW:

Founded in 1974, Woodsworth College has become a thriving community of more than 5,500 students. We celebrate excellence in a collegial setting and commit to promoting accessibility and equity. Our mission is to provide the best educational experience for a diverse student body, which includes a large number of part-time and non-traditional students. In addition to being a locus of student life, we sponsor a variety of academic programs.

POSITION DESCRIPTION:

1) Brief Description

The Communications and Marketing Assistant supports the student communications strategy of the Office of the Registrar at Woodsworth College. Reporting to the Student Communications Officer, the Assistant helps to maintain and develop content across multiple digital platforms in order to enhance the student experience and academic success of Woodsworth's diverse student population. The Assistant undertakes outreach activities to promote and enhance the visibility of Woodsworth's Academic Bridging Program.

2) Core Responsibilities:

- Helping to maintain the Office of the Registrar's social media channels (Instagram, Facebook, Youtube, Linktree, Twitter);
- Supporting initiatives that aim to maximize social media presence and growth;
- Providing recommendations on emerging trends and best practices in social media;
- Undertaking outreach activities to promote the Academic Bridging Program, including:
 - Contacting community organizations by email and by phone;
 - Maintaining a distribution list to track outreach activities and contact details;
 - Managing a mailout of hard-copy promotional materials.
- Helping to develop and maintain content on Quercus for students in the Academic Bridging Program;
- Conduct environmental scan of access programs, locally and regionally;
- Assisting with activities related to photography and videography;
- Organizing digital image libraries.

3) To be successful in this role you will be:

- A motivated self-learner
- Proactive
- Resourceful
- An excellent communicator
- Meticulous

QUALIFICATIONS:

1) Required Qualifications:

- Experience using social media platforms (e.g. Instagram, Facebook, YouTube, Twitter);
- Excellent writing, editing and proofreading skills;
- Ability to convey complex ideas in clear/simple language;
- Familiarity with the Microsoft Office Suite including Word, Outlook and Excel;

2) Preferred Qualifications:

- Experience with any of the following would be an asset but is not required:
 - Content management systems such as Drupal or WordPress;
 - Photo editing software;
 - Video production and editing;
 - Web design;
 - Digital publishing, layout or graphic design.

Co-Curricular Record Competencies:

- Communications and media
- Critical thinking
- Goal-setting and prioritization
- Organization and records management
- Professionalism
- Strategic thinking

Summary for the Co-Curricular Record:

The Communications and Marketing Assistant used critical and strategic thinking, goal-setting and communications & media skills to improve Woodsworth's digital communications channels and to contribute positively to the student experience of Woodsworth's diverse population. The Assistant utilized professionalism, organizational and records management skills to promote and enhance the visibility of Woodsworth's Academic Bridging Program.