

SUPERVISOR INFORMATION

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APPROVAL

Manager/ Director/ Chair: Samantha Read
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METHOD OF JOB APPLICATION AND MATERIALS REQUIRED:

METHOD OF APPLICATION:
Email

POSITION CHARACTERISTICS:

Was this job created for the Experiential Learning Fall/Winter Career Boost Program? **YES**
Does the position provide the student with experiential learning opportunities? **YES**
Is this position for assisting with class/curriculum preparation, marking teaching assistant responsibilities? **NO**
Does this position replace or subsidize an existing position? **NO**
Is this an Academic Research Assistant position? **NO**

POSITION DESCRIPTION & MAJOR RESPONSIBILITIES

POSITION DESCRIPTION:

The Office of the Registrar - Communications Digital Marketing Assistants help showcase Ryerson's vibrant academic and non-academic culture to prospective students, parents, families and guidance counsellors across Canada and internationally. As a Digital Marketing Assistant, the successful candidate will have the opportunity to share their experiences as a Ryerson student through posts, videos and images shared on our blog, WhyRyerson (why.ryerson.ca) and through takeovers of our social media channels, including Snapchat. This position plays a critical role in encouraging future students to choose Ryerson for their post-secondary education, and requires creativity, knowledge of Ryerson and strong knowledge of social media best practices. The Digital Marketing Assistant will also help shape content and gather metrics and data for current student engagement.

MAJOR RESPONSIBILITIES:

minimum one blog post per week with at least two multimedia components (text, audio, video etc) - contribute content to social media platforms and participate in Twitter chats throughout year - pitch and receive assignments or develop leads - attend campus events for story content and/or multimedia components - participate in the Ontario Universities' Fair (September 22-24) and large-scale recruitment initiatives such as Open House events - become familiar with all aspects of Ryerson University including unique programs, student services and special events, and effectively communicate knowledge - gather and verify factual information regarding stories - help with industry research

POSITION INFORMATION

Job Family: Communications
Position Title: Digital Marketing Assistant
Work Hours per week (no overtime): 10.00
Number of Positions Required: 1
Salary Rate: \$13.00
Start Date: Sep-05-2017
End Date: Apr-06-2018
Mandatory Paid Training: Yes
Training Dates: August 28

APPLICATION MATERIALS REQUIRED:

Career Boost Approval Email (Mandatory)
Resume
Cover Letter

POSITION SUPPORTS THE FOLLOWING PRIORITIES FROM THE RYERSON UNIVERSITY ACADEMIC PLAN:

- Enable greater student engagement and success through exceptional experience
- Foster an innovative ecosystem
- Expand community engagement and city building

LEARNING OUTCOMES

COMMUNICATION

The chosen student will gain relevant digital marketing experience through assisting with the Communications Team's efforts online. Through use of tools such as Snapchat and Instagram daily to participating in Twitter Chats and crafting graphics for social media, they'll learn how to communicate effectively to a specific target marketing while learning to convey a similar message across various platforms.

COMMUNITY ENGAGEMENT

Contributes to the development and strengthening of relationships in the broader community. - Successful candidates will be actively involved in building the online community for the incoming class for 2018, and will act for many as the first point of contact with Ryerson. They will liaise with current students to determine best practices in communicating with them and assist in surveying the current class.

LEADERSHIP

Acts as an ambassador for department and / or Ryerson - Successful candidates will act as representative for the entire university to many prospective students and applicants.

TEAMWORK & COLLABORATION

Learn to work in a creative team environment where projects generally have multiple responsibilities and deadlines They will learn to understand department goals and visions and communicate the student perspective to the team. The chosen student will work in a high paced environment where priorities change

SKILLS AND KNOWLEDGE REQUIRED:

FUNDAMENTAL SKILLS:

- Good oral communication
- Good written communication
- Knowledge of computer software
- Managing Information
- Problem solving and thinking
- Research and use of numbers

PERSONAL MANAGEMENT SKILLS:

- Being responsible and accountable
- Goal setting
- Positive attitude and behaviours
- Time management

TEAMWORK SKILLS:

- Contribute to team goals
- Event and project planning
- Office administration skills
- Participate in projects and tasks
- Respect differences
- Work well with others

TECHNICAL OR SOFTWARE SKILLS:

Wordpress/blogging experience, meme generation, skills in various social media platforms (Twitter, Instagram, Snapchat, etc.), Skills in editing, photography and video production would be an asset, on-camera experience would be an asset.

RESPONSIBILITY BREAKDOWN:

- Bloggging - Brainstorming, Research and PProduction - **60%**
- Content Development - Social Media Content and Account Takeovers - **15%**
- Event Participation - Attending Campus Events and Interviews - **20%**
- Large Scale Recruitment - OUF and Open House Participation - **5%**

STAFF SUPERVISION:

- Checkpoint meetings throughout the employment
- Regular one-on-one meetings
- Regular team meetings
- Goal setting exercises
- Performance reviews