

### **SUPERVISOR INFORMATION**

**First Name:** Kareem  
**Last Name:** Rahaman  
**Department:** RO - University Registrar  
**Faculty:** None  
**Room No.:** LIB80  
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### **APPROVAL**

**Manager/ Director/ Chair:** Samantha Read  
**Email:** s2read@ryerson.ca

### **METHOD OF JOB APPLICATION AND MATERIALS REQUIRED:**

**METHOD OF APPLICATION:**  
Email

### **POSITION CHARACTERISTICS:**

Was this job created for the Experiential Learning Fall/Winte 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 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

### **POSITION DESCRIPTION & MAJOR RESPONSIBILITIES**

#### **POSITION DESCRIPTION:**

The Office of the Registrar - Communications Graphic/Design Assistant will help showcase Ryerson's vibrant academic and non-academic culture to prospective students, parents, families and guidance counsellors across Canada and internationally. The successful candidate will have the opportunity to share their experiences as a Ryerson student through creative content developed for online and print. They will assist the Communications team in developing visually appealing content for various mediums including web and digital platforms.

#### **MAJOR RESPONSIBILITIES:**

Create shareable graphics for Twitter, Facebook and Instagram – Create graphic overlays for video – Help maintain graphic content calendar – Assist print team with research and design insight - help with web design for landing pages - contribute content to social media platforms and participate in Twitter chats throughout year - 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:** Multimedia & Design  
**Position Title:** Graphic/Design 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  
Portfolio

## 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

### DIGITAL LITERACY & TECHNICAL APTITUDE

The selected student will refine their design skills by assisting in crafting graphics for social media and beyond. They'll learn how to communicate effectively to a specific target marketing while learning to convey a similar message across various platforms.

### 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 frequently.

## SKILLS AND KNOWLEDGE REQUIRED:

### FUNDAMENTAL SKILLS:

- Good oral communication
- Good written communication
- Knowledge of computer software
- Presentation skills
- Problem solving and thinking
- Technical skills

### PERSONAL MANAGEMENT SKILLS:

- Being responsible and accountable
- Goal setting
- Positive attitude and behaviours
- Task initiative
- 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:

Photoshop and Illustrator, meme generation, skills in various social media platforms (Twitter, Instagram, Snapchat, etc.), video editing and motion graphics an asset

### RESPONSIBILITY BREAKDOWN:

- Brainstorming and account takeovers for social media - **10%**
- Attending campus events and interviewing - **10%**
- Participation at large-scale recruitment events - **5%**
- Brainstorming and designing content - **75%**

### STAFF SUPERVISION:

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