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CAREER CENTRE

Fall/Winter 2020-2021 Career Boost On Campus

Supervisor Information

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Approval

Manager/ Director/ Chair: *Kareem Rahaman*
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Position Information

Job Family: *Communications*
Position Title: *Digital Marketing Assistant - Vlogger*
Work Hours per week (no overtime): *10.00*
Number of Positions Required: *1*
Salary Rate: *\$14.00*
Start Date: *Sep-08-2020*
End Date: *Apr-09-2021*
Mandatory Paid Training: *Yes*
Training Dates: *Week of September 8*

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 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

Summary of Host Department:

The Communications unit produces print and digital initiatives that support the promotion of the university, help solidify enrolment targets and ensure current students are well-informed. In addition, the Communications team produces engaging video and graphic elements to digitally connect students with the resources and departments they need.
<https://www.ryerson.ca/admissions/undergraduate/>

Position Description:

The Office of the Registrar - Communications Vlogger 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 a weekly video vlog and summary blog post. In addition, they will spotlight other students on campus, campus events, Toronto-centric content and more.

Major Responsibilities: - minimum one vlog post per week with an accompanying blog post - contribute content to social media platforms and participate in AMAs throughout year - attend campus events for story content and/or multimedia components - participate in the Ontario Universities' Fair (September 18-20, 2020) 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

Competency Development:

Core Competencies:

Communication

- *Presents ideas and thoughts effectively in a variety of formal and informal settings*
- *Communicates in writing effectively to encourage action or generate understanding*
- *Demonstrates an understanding of appropriate professional communication practices*
- *Demonstrates active listening by engaging with diverse viewpoints*

The chosen student will gain relevant digital marketing experience through assisting with the Communications Team's efforts online. Through the use of video blogging, they will work on their on-camera skills, editing and treatment skill set. They'll learn how to communicate effectively to a specific target market while learning to convey a similar message across various platforms.

Community Engagement

- *Practices proactive and effective outreach to support the development of lasting partnerships*
- *Understands the complexity of community interactions*
- *Responds and relates well to people in all positions of an organisation and/or community*
- *Able to maintain effective and lasting partnerships with groups and individuals*

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 2021, and will act for many as the first point of contact with Ryerson.

Collaboration

- *Able to work within a team*
- *Able to adapt to new/changing situations*
- *Commits and contributes equitably to shared group or organisational goals*
- *Demonstrates intercultural fluency in working with diverse groups*

The creators will work within a small team of fellow digital marketing assistants where they'll have to balance content to ensure there's a healthy mix of perspectives and little overlap. The prospective student cycle changes rapidly in focus and the filming and content must match the changes. Working with students from different cultural backgrounds is key to get multiple perspectives across in the content.

Role-specific Competencies:

Storytelling with Research & Data

- *Uses a range of methods to collect and analyse data*
- *Uses data to gain insight and inform decision making*
- *Uses reasoning and critical thinking to interpret data*
- *Able to organise data and information effectively*
- *Able to evaluate data integrity and credibility*
- *Able to communicate complex information effectively*

The student will use weekly video content to help tell the story of being a Ryerson student and living in/or commuting to Toronto, as well as share other students' perspectives. They will take the statistics gathered and help optimize content for web to ensure lower bounce rates. They will utilize the in channel analytics on social to help provide daily content on the weeks of their takeovers.

Leadership

- *Exercises influence to encourage commitment and action in others*
- *Builds trust with others through consistency and commitment to task*
- *Demonstrates an understanding of group dynamics and adapts behaviour accordingly*
- *Demonstrates respect for others*
- *Creates an open environment that embraces diversity*

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

Personal Management & Responsibility

- *Prioritises and manages time effectively in completing tasks*
- *Demonstrates accountability for actions and decisions*
- *Able to give and receive constructive feedback, and act on feedback*
- *Demonstrates a willingness to continuously learn and grow*

Due to the remote nature of the position, students will have to be accountable and self-motivated to complete weekly minimums. They will have to take feedback on content and videography from Communication Officers and the Videographer to help better optimize content. Time must be effectively managed between classes to ensure deliverables are sent on time to ensure adherence to the Communications Team's content calendar.

Responsibility Breakdown:

Vlogging - 60%

Events - 10%

Admin/Research - 10%

Social Media - 20%

Staff Supervision:

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

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*
- *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*
- *Participate in projects and tasks*
- *Respect differences*
- *Work well with others*

Technical or Software Skills:

The Digital Marketing Assistant - Vlogger should possess good knowledge of relevant social media platforms including Twitter, Facebook, Instagram, Snapchat, BuzzFeed, which will be a core component of the job. Having a working knowledge of Photoshop, Illustrator and other Adobe programs and/or advanced knowledge of a platform like Canva, as well as video editing experience on Final Cut or Adobe Premiere is required.

Method of Job Application and Materials Required

Method of application:

- *Career Boost Approval Email (Mandatory)*
- *Resume*
- *Cover Letter*
- *Other: Sample vlog*

Application Materials Required:

- *Email*