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 - Research and Analytics*
Work Hours per week (no overtime):   *10.00*
Number of Positions Required: *2*
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:
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 Research and Analytics will help use data collected from a variety of sources to help inform the overall Communications strategy for the Communications Team.

This will include using analytics platforms such as Salesforce, Sprout Social, Hootsuite and Google Analytics, and organizing raw data into digestible formats. The assistant will help the CRM and Email Specialist handle and sort data through our CRM platforms and our email automation platform.

Major Responsibilities: - pulling weekly stats and sending to the Communications Team - lead generation stats reports organization - organizing raw excel sheets - weekly email reports - research and reports for target demographics - 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

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. The staff will learn how to effectively communicate through e-mail and learn best practices of the medium. 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*

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.

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*

Students will use stats to tell a story of a given week's interactions. Being able to turn raw data into either a graphical representation or using words to describe patterns will be key to make the final product digestible for the Communications Team.

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 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 outlook from Communication Officers and the Manager, Digital Marketing to help better optimize end products. Time must be effectively managed between classes to ensure deliverables are sent on time to ensure adherence to the Communication's team content calendar.

Responsibility Breakdown:
Strategy - 10%

Customer Relationship Management Admin - 20%

Events - 10%

Research - 60%

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 - Strategy and Analytics individual should possess good knowledge of relevant social media platforms including Twitter, Facebook, Instagram, Snapchat, Buzzfeed, which will be a core component of the job. Ability to organize data in Google apps or Microsoft Office is a must. Working knowledge of Google Analytics and Sprout is not necessary, but an asset.

Method of Job Application and Materials Required

Method of application:
- *Career Boost Approval Email (Mandatory)*
- *Resume*
- *Cover Letter*

Application Materials Required:
- *Email*