

CAREER CENTRE

Summer 2021 Career Boost On Campus

Supervisor Information

First Name: *Emily*
Last Name: *Kuchta*
Department: *RO - Undergrad Admiss & Recrt*
Faculty: *None*
Room No.: *LIB82B*
Telephone / Extension: *4700*
Email: *ekuchta@ryerson.ca*

Approval

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

Position Information

Job Family: *Communications*
Position Title: *Digital Marketing Assistant*
Work Hours per week (no overtime): *35.00*
Number of Positions Required: *1*
Salary Rate: *\$14.25*
Start Date: *May-17-2021*
End Date: *Aug-20-2021*
Mandatory Paid Training: *No*

Position Characteristics:

Was this job created for the Experiential Learning Summer 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 and prospective 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 Communications Digital Marketing Assistant will work remotely alongside the team to help showcase Ryerson's vibrant academic and non-academic culture to prospective, future and current students and key influencers (parents, families and guidance counsellors) across Canada and internationally. The Digital Marketing Assistant will extend the outreach efforts of the Communications team by: A) developing and crafting content to showcase their experiences as a Ryerson student through posts, images and videos shared on our blog, WhyRyerson (why.ryerson.ca) B) leveraging various @whyrerson and @ruservicehub digital platforms such as Facebook, Twitter, YouTube, Instagram and TikTok, as well as engaging the prospective and future student community C) gathering metrics and data obtained through focus groups, social media platforms and industry research and analyzing these insights to inform future strategies D) creating graphics to disseminate key dates and important information via various social platforms to applicants and future students and E) as interest in Ryerson continues to grow both on the national and international stage, 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 successful applicant will gain digital marketing experience, and social media and web analytics skills.

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 successful applicant will gain relevant digital marketing experience by assisting with the deployment of the Communications team's digital recruitment and communications efforts. Our work is vital in ensuring that Ryerson continues to be positioned on a national and international stage as an innovative, inclusive institution offering the highest standards for its programs, teaching and learning - and the Digital Marketing Assistant role is crucial in helping to shape our messaging to communicate this information. Through the daily use of platforms such as TikTok, Instagram and WordPress (why.ryerson.ca) they'll learn how to communicate ideas and information effectively to a specific target market across various platforms. They will also learn how to distill down data and communicate effective and relevant points of interest.

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 Digital Marketing Assistant will learn how to collaborate and work in an innovative team environment with competing deadlines and will have access to a variety of full-time staff with a diverse set of skills and perspectives, including communications officers, videographers, graphic designers, CRM specialists, web developers and more. Our creative team works closely and our student staff are a key part of the unit from day one and an integral part of our strategy, helping to shape the voice and tone of our work. The Digital Marketing Assistant will understand the inner workings of a university from the perspective of the 12 different units within the Office of the Registrar, and will also comprehend how to work with a variety of stakeholders from inside and outside the institution.

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 Digital Marketing Assistant's main responsibility will be to analyze social media, competitor and web analytics and turn them into recommendations. They will learn to analyze metrics, create effective survey questions and appropriate deployment strategies. The assistant will learn about the user journey process and how it affects overall communications strategies, and will assist with the development of new initiatives and/or updates based on the data collected.

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*

The successful applicant will work closely with the Communications Officer and the Assistant Director, Communications to establish a personal development plan to gain relevant skills, both from the soft skill perspective as well as technical skills and personal growth necessary to pursue strong careers in today's knowledge economy. They will also work with each member of the Communications team to gain a better understanding of the different positions and portfolios found in a creative unit, and how each role impacts the larger communications strategy. Goals will be determined at the beginning of the summer, and weekly check-in meetings will ensure the assistant is on pace to meet them by the completion of the position.

Responsibility Breakdown:

- Blogging/Vlogging - 25%
- Content Development - 25%
- Research and Analytics - 30%
- Graphic Design - 10%
- Other Duties as Assigned - 10%

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 should possess good knowledge of relevant social media platforms including Twitter, Facebook, Instagram, and TikTok, which will be a core component of the job. Having a working knowledge of WordPress, Photoshop, Illustrator and other Adobe programs and/or advanced knowledge of a platform like Canva is an asset. Video editing experience on Final Cut or Adobe Premiere is not necessary but an asset.

Method of Job Application and Materials Required:

Method of Application:

- *Email*

Application Materials Required:

- *Career Boost Approval Email (Mandatory)*
- *Resume*
- *Cover Letter*
- *Other: Sample blog and sample vlog or TikTok video*