



# Student Association of George Brown College

<b>Job Title:</b>	Social Media Assistant	<b>Job Category:</b>	Support Staff
<b>Department/Group:</b>	SA Communications	<b>Will Train:</b>	Yes
<b>Location:</b>	GBC campus: various remote work where applicable	<b>Travel Required:</b>	Yes
<b>Rate of Pay:</b>	\$15.00/hr (up to 20 hours per week)	<b>Position Type:</b>	Temporary - Part-Time
<b>Reports to:</b>	Publications & Communications Coordinator/ Sr. Communications & Marketing Coordinator	<b>Start &amp; End Date:</b>	August 17 2021-April 30,2022
<b>Number of Vacancies:</b>	*multiple positions available	<b>Posting Expires:</b>	May 31, 2021 11:59pm

**How to Apply:**

Submit cover letter and résumé to: [humanresources@sagbc.ca](mailto:humanresources@sagbc.ca)

Subject Line: <your name>: Social Media Assistant Application

**Job Overview:**

The Student Association is about student representation and voice. Social media has the power to make students’ issues seen, heard, and united – bringing students together in creative ways.

Social Media Assistant plays a key role. You listen to the world around you, think on the impacts to students, and bring students together through social issues and socialization. You analyze and evaluate. You help grow communities and the student movement reach.

Overall, you’ll work with a team to bring attention to what the SA is, does, and offers (i.e. promote). You’ll have responsibilities in social media campaigns through the scheduling of posts (i.e. Facebook, Instagram, Twitter). You’ll have responsibilities for interacting with students via comments and direct messages, and connecting students to appropriate SA departments.

**GENERAL RESPONSIBILITIES (as directed):**

- Support Publications & Communications Coordinator and Sr. Communications & Marketing Coordinator develop social media campaigns for SA events and services
- Maintain consistent presence through SA’s social media
- Pitch and write engaging copy and captions for Facebook, Instagram, Twitter
- Produce or edit accurate and error-free content
- Reply to questions and comments from students online professionally and responsively
- Stay current and aware of SA departments (i.e. programming and contacts) to refer students online
- Contribute to regular reporting on data and growth of SA social media accounts
- Maintain quality standards, and compliance with related practices and policies
- Contribute ideas on building increased engagement with diverse student peer communities on social media
- Contribute ideas on amplifying students’ voices, issues, and storytelling with/for impact
- Actively participate in trainings and off-campus learning opportunities as provided
- Work cohesively with other student media and department staff
- Establish positive working relationships with Student Association staff, GBC college, and community
- Other duties as assigned



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## YOU HAVE:

- Demonstrated knowledge of multiple social media platforms and best practices
- Copywriting skills
- Effective communication skills
- Ability to analyze, interpret, and report on social media metrics and analytics
- Demonstrated organizational skills
- Proven ability to work in advance and to strict deadlines, without compromise to standards
- Experience working with, and for students; familiarity with George Brown College community
- An understanding of the Student Association and the importance of the student movement
- Value equity, diversity, and inclusion

## YOU MIGHT ALSO HAVE:

- Graphic design skills
- Competency in photo composition and/or digital photography
- Previous experience with social media content in a professional context
- Experience with social media scheduling programs
- Experience with or understanding of social media accessibility practices
- Understanding of equity in relation to social media representation

## REQUIRED:

- Full-time GBC students enrolled 2021-2022 prioritized, or part-time student and/or recent GBC grads/alumni
- Availability - Work hours based on availability and availability of work; average 15 hours per week
- HOW TO APPLY:
  1. Must submit cover letter and résumé

### *Student Association Vision:*

*Students are empowered to influence a just world.*

### *Mission Statement:*

*We are the students of George Brown College committed to supporting each other in the struggle for student rights, the pursuit of quality education and the provision of services in a safe, accessible and equitable environment.*

### *Commitment to Equity:*

*The SA is committed to employment equity and encourages applications from historically underrepresented groups to apply.*