



Student Association of George Brown College

Job Title:	Social Media Support Staff	Job Category:	Part-time, Support Staff
Department/ Program:	Operations, Communications	Reports to:	Sr. Communications & Marketing Coordinator
Location:	GBC Campuses: Casa Loma, St. James and Waterfront Campus, remote work where applicable	Will Train Applicant(s):	Yes
Rate of Pay:	\$15.50/hr (up to 20 hours per week)	Position Type:	Part-Time Temporary Contract
Travel Required:	Yes	Start & End Date:	August 2023 - April 30, 2024
Number of Vacancies:	*multiple positions available (3-4)	Posting Expires:	June 4, 2023 11:59PM *or until position is filled

How to Apply:

Submit **cover letter AND résumé to:** [hiring@sagbc.ca](mailto: hiring@sagbc.ca)

Subject Line: <your name>: Social Media Support Staff Application

** Please attach your Cover Letter and Resume in a PDF version

About the Student Association & Its Program offerings

The Student Association is your student union representing the interests of all George Brown College students. The Student Association focuses on representation, advocacy, delivery of services and the operation of businesses to support its overall mandate.

We're here to be the bridge between the students at GBC and the college itself by listening to your concerns, advocating for students, and providing access to necessary services like Health Benefits, the Community Care Centre, and the Student Nutrition Access Program, events and recreation, clubs, academic support and legal services

Job Overview:

Social media has the power to make students' issues seen, heard, and united – bringing students together in creative ways.

Social Media Support Staff play 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 as a student union is, does, and offers (i.e. promote).

You'll have responsibilities in social media campaigns across the developing and 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 and programs.

GENERAL RESPONSIBILITIES:

- Support Senior Communications & Marketing Coordinator develop social media campaigns for SA.
- Post and update SA social media (e.g. Facebook, Instagram, Twitter) according to content schedule.
- Help maintain SA social media presence in frequency, effectiveness, accessibility, and overall strategy.
- Maintain quality standards, and compliance with related guidelines, practices and policies.
- Pitch and write engaging copy and captions, tailored to social media platform and identified audiences.
- Assist with sourcing and designing graphics/layout, tailored to social media platform and identified audiences.
- 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.
- Assist with surveys (distribution, collection, analysis). Assist with promotional contests.
- Produce or edit accurate and error-free content.
- Contribute to regular reporting on data, metrics, and growth of SA social media accounts.
- Reply to questions and comments from students online professionally and timely.
- Stay current and aware of SA departments (i.e. programming and contacts) to refer students online.
- Actively participate in trainings and learning opportunities (internal and external).
- Cross-functional collaborations; including with SA Communications program; including assist to Publications & Communications Coordinator where appropriate.
- Work cohesively with other SA student media and program staff.
- Establish positive working relationships with Student Association staff, GBC college, and community.
- Stay current and knowledgeable of social media trends and tools.
- Help identify sources of inspiration or competition in the field.
- Actively participate in trainings and learning opportunities (internal and external).
- Attend SA events and programming for content (e.g. interviews) and visuals (e.g. photos) as needed.
- Other duties as assigned.

YOU HAVE:

- Demonstrated knowledge of multiple social media platforms and best practices.
- Copywriting skills. Editing 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.
- Professional ability to welcome and accept feedback with learner's mindset.
- Keen ability to accept projects as assigned; willingness to ask questions.
- Proficiency in internet research and computers skills, including Microsoft Office Suite, Microsoft Teams, OneDrive, Zoom, Google suite, social media (Facebook, Instagram live, LinkedIn), phones, and email.



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- Ability to work independently with minimal supervision, but team oriented.
- Value equity, diversity, and inclusion.
- An understanding of the Student Association and the importance of the student movement.

YOU MIGHT ALSO HAVE:

- Previous experience with social media content in a professional context.
- Skills and comfort with using InstaLive, InstaStories, widgets, and social media interactive features.
- Graphic design skills (including Adobe, and Canva).
- Art or illustration skills.
- Videography skills.
- Competency in photo composition and/or digital photography.
- Experience writing for the web, web design, or working with apps.
- Experience with social media scheduling programs; social media reporting tools.
- Experience with or understanding of social media accessibility practices.
- Understanding of equity in relation to social media representation.

REQUIRED:

- Full-time GBC students enrolled 2023-2024 prioritized, or GBC part-time student and/or recent grads/alumni
- Availability
Job offer/continued employment contingent on availability; Must be available to work minimum 3 hour shifts Typical shifts occur Monday-Friday 9am-5pm.
- HOW TO APPLY: Must submit cover letter AND résumé.

*Student Association Vision:
Students are empowered to influence a just world.*

*Mission Statement:
We are committed to supporting each other and the students of George Brown College in the struggle for students' 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.*



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