



## Student Association of George Brown Part Time On-Campus Opportunities

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**Job Title:** Social Media Support Staff  
**Reports to:** Coordinator, Publications & Communications  
**Department/ Program:** Operations, Communications  
**Job Type:** Part-time, Temporary Support Staff

**Location of Work:** GBP Campuses - Casa Loma (Main), St. James, Toronto Metropolitan University, Waterfront Campus and all affiliated to GBP and Student Association; Remote work where applicable

**Will Train Applicant(s):** Yes  
**Travel Required:** Yes  
**Hours:** up to 10 hours per week  
**Rate of Pay:** \$17.60 per hour (\$17.95 effective October 1, 2026)  
**Position Type:** Part-Time Temporary Contract  
**Start & End Date:** August 18, 2026 – April 28, 2027  
**Number of Vacancies:** multiple positions available  
**Posting Expires:** June 21, 2026 11:59PM \*or until position is filled

### How to Apply

1. Applicant must submit a PDF version of their cover letter AND résumé to [hring@sagbc.ca](mailto:hring@sagbc.ca) Subject Line: <your name>: Social Media Support Staff Application
2. Complete the following SparkMeet video interview:  
<https://hire.li/7TRq8U3LYqOrqnexJeuqV>

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### About the Student Association & Its Program offerings

The Student Association is your student union representing the interests of all George Brown Polytechnic 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 GBP and the institution itself by listening to your concerns, advocating for students, and providing access to necessary services like Health Benefits, the Community Care Hub, and the Student Nutrition Access Program, events and recreation, clubs, academic support, and legal services.

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### Job Overview

The Social Media Support Staff plays a key role in capturing student life, amplifying student voices, and promoting engagement with the Student Association (SA). This role is all about bringing students together through creative and impactful digital content.

As part of the team, you'll attend SA events to take photos and videos, capturing the student experience in real time. You'll use your graphic design skills to create promotional materials for upcoming events and initiatives, ensuring students stay informed and engaged.



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Your responsibilities will include:

- Attending events to photograph, film, and document student experiences.
- Creating engaging graphics, videos, and social media content to promote events, services, and student initiatives.
- Managing and scheduling posts across platforms like Instagram and Facebook.
- Interacting with students through comments and direct messages, providing information and connecting them to SA resources.
- Collaborating with the team to develop creative social media campaigns that highlight what the SA offers.

This role is perfect for someone creative, social, and passionate about student engagement. If you love capturing moments, designing eye-catching content, and making an impact through social media, we want to hear from you!

### **General Responsibilities:**

- Support the Publications & Communications Coordinator in developing social media campaigns.
- Create, schedule, and update posts on SA social media (Facebook, Instagram).
- Maintain SA's social media presence, ensuring consistency, accessibility, and engagement.
- Write compelling copy and captions tailored to platforms and audiences.
- Design graphics and layouts for social media.
- Capture and edit photos and videos at SA events.
- Suggest ideas to boost engagement and amplify student voices.
- Assist with surveys, contests, and data reporting.
- Respond to student questions and comments professionally and promptly.
- Stay informed about SA programs to refer students to the right resources.
- Participate in training and collaborate with SA staff and departments.
- Stay updated on social media trends and competitors.
- Attend SA events for content creation (photos, videos, interviews).
- Other duties as assigned as required.

### **You Have:**

- **Graphic Design:** Strong design skills using Adobe Suite and Canva to create engaging visuals.
- **Photography and videography:** Ability to take high-quality photos and videos using a DSLR/ Mirrorless camera and iPhone, with an understanding of photo composition.
- **Social Media Management:** Knowledge of multiple platforms (Instagram, Facebook, LinkedIn) and best practices for engagement.
- **Content Creation:** Skilled in writing compelling captions, copywriting, and editing content for social media.
- **Analytics & Strategy:** Ability to analyze, interpret, and report on social media metrics to improve engagement.
- **Communication & Organization:** Strong written and verbal communication, organizational skills, and the ability to meet deadlines.
- **Teamwork & Independence:** Ability to work independently with minimal supervision while collaborating effectively with a team.



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- **Tech Proficiency:** Experience with Microsoft Office Suite, Teams, OneDrive, Zoom, Google Suite, and social media tools.
- **Equity & Inclusion:** Commitment to diversity, equity, and student representation.
- **Familiarity with GBP:** Understanding of the George Brown Polytechnic community and student experience.

### You Might Also Have:

- Experience creating social media content in a professional setting.
- Comfort using Instagram Live, Stories, widgets, and interactive social media features.
- Art or illustration skills for custom visuals.
- Knowledge of web design, writing for the web, or working with apps.
- Experience using social media scheduling and reporting tools.
- Understanding of accessibility practices in social media.
- Awareness of equity and representation in digital content.

### Required:

- Full-time GBP students enrolled in 2026-2027 prioritized, or GBP part-time students and/or recent grads/alumni.
- Availability - You must be available for an organization wide full-day training on August 18th and 19th. Job offer/continued employment is contingent on availability. You must be available to work a minimum of 3-hour shifts. Typical shifts occur Monday through Friday, 9 am-5 pm.

**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 Polytechnic 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.