

YORK INTERNATIONAL WORK/STUDY FW 21-22

Job Title:	Student Coordinator, Website & Online Content
Position Start Date:	September 2021
Position End Date:	April 2022
Hours per Week:	15 hours
Hourly Wage:	\$16
Position Type:	Work/Study
Number of Positions:	1

****Position note:** *this role is pending work/study funding approval*

Job Description:

York International, under the Division of Students portfolio, is a central source of international student support and global engagement at York University. The **Student Coordinator, Website & Online Content** will assist York International in maintaining accurate and timely information on its website. This includes editing web content, editing web layouts, updating websites for all York International areas.

The **Student Coordinator, Website & Online Content** provides support in creative and technical capacities while developing valuable skills and work experience for the workplace. This opportunity also provides student staff with experiential on-the-job training and mentorship under the guidance of full-time staff members.

As part of the **Student Coordinator, Website & Online Content** experience, students will participate in [Becoming YU](#), a program designed to support students in:

- Creating meaningful goals and objectives.
- Recognizing the value of their personal, academic, and professional experiences.
- Identifying their leadership and career competencies and skills gained through these experiences
- Articulating their skills and experiences with confidence, whether it is for a future job or further education opportunity.

Specific Duties and Responsibilities:

- Under the guidance of YI staff and in collaboration with the student marketing team, support York International's departmental goals and communications and promotions strategy through accurate and timely website content creation and maintenance.
- With the support of the full-time staff members:
 - ✓ Edit, write, and maintain content for York International web pages and online platforms within York as assigned.
 - ✓ Regularly monitor content on York International website including identifying areas that require updates.
 - ✓ Inform and engage the global community through relevant webpage content.
 - ✓ Track data related to York International pages i.e., web traffic.
- Consult with appropriate staff across York International to determine the needs for each project and how to meet those needs through website content.
- Solicit feedback on projects and materials from relevant individuals and team members.
- Work collaboratively with all student and professional staff at YI for successful event, program, support, and service delivery.
- Outreach to international and domestic students through material on the York International website.
- Assist with updating content for the York International website and online platforms within York.

- Follow York University's brand guidelines to create excellent marketing and communications materials for York International's programs and services.
- Work collaboratively with teammates, volunteers, and student leaders to facilitate peer-to-peer learning and foster a global community.
- Stay in regular contact with the marketing team and communicate updates regularly to relevant YI team members and campus partners.
- Escalate serious problems or matters to the appropriate full-time staff.
- Perform other duties as assigned.

Qualifications:

Experience, Skills & Qualifications

- Current undergraduate York student (we encourage applicants from diverse programs of study however preference will be given to students in related fields).
- Strong knowledge of web software and technology.
- Demonstrated experience with creative, vibrant, and informational written content.
- Experience and familiarity with York International student services, resources, and online presence.
- Understanding of York International's targeted audiences, their needs and how to communicate to them through various platforms.
- Experience working with people from different backgrounds/cultures.
- Application of cultural awareness in written, verbal, and non-verbal communication.
- Connecting with others across differences of culture, experience, identity etc.
- Excellent communication skills; professional demeanour, public speaking, and presentation proficiency.
- Excellent computer skills (word processing, email, database management, spreadsheets).
- Excellent time management skills.
- Positive, motivated and takes initiative.
- Open to feedback and able to adapt to change.

All candidates must be:

- Proficient with MS Office such as Word, Excel, PowerPoint.
- Professional, punctual and reliable.
- Able to maintain confidentiality & keep accurate and detailed records.

Student Learning Outcomes:

Orientation, Training and Ongoing Professional Development

- York International offers comprehensive training that includes topics such as giving and receiving feedback, active listening, event and project management, teambuilding, overview of their role and professional communication.
- Ongoing training and professional development will be provided for this role. Throughout the year, professional development sessions such as branding, intercultural communication and leveraging their experience for their resume/future careers will be available.
- Students will have the opportunity to document their personal and professional reflections that will be used for development during their time as a **Student Coordinator, Website & Online Content**.
- Students will have an opportunity to be mentored by professional staff in York International.

Feedback, Support and Reflection

- The **Student Coordinator, Website & Online Content** will have regular team and 1-1 meetings with their supervisor to provide updates on the status of their projects and identify any challenges they are facing.
- Throughout the experience, the **Student Coordinator, Website & Online Content** will also have the opportunity to set goals and objectives, report and reflect on their progress and get valuable feedback.

Networking and Mentorship Opportunities

- Opportunity to work cooperatively with full-time York International team in the accomplishment of joint tasks and common objectives.
- Opportunity to meet regularly with other student staff to report and reflect on the progress of their skills development and goals and obtain valuable feedback.
- Opportunity to develop personal and professional skills to highlight on their resume, including communication, teamwork, problem solving, goal setting and time management.
- Opportunity to set learning objectives and outline specific tasks that will be accomplished as part of the position/role.

Personal and Professional Development, Classroom and Workplace Competencies

- Experience within a professional office environment.
- Experience with public speaking, presentation, and communication of programs and services that can help improve their academic ability to communicate ideas concisely.
- Experience with intercultural communication and awareness.
- Improve familiarity with campus resources and experience in presenting them.
- Development of planning skills including time management, prioritization, communication with participants, promotion, and event execution.
- Development of independent problem-solving abilities.