

Job Title:	Student Lead, Communications & Promotions
Position Start Date:	September 2021
Position End Date:	April 2022
Hours per Week:	15 hours
Hourly Wage:	\$16
Position Type:	LEAP
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 Lead, Communications & Promotions** will act as the student lead for a team of student staff that will support or social media, online content, photos, videos, graphic design, and the York International website updates/maintenance for York International. The **Student Lead, Communications & Promotions** will provide leadership for the student team that develops work with full time staff and student staff on communications and promotion items for York International.

Through this role, the **Student Lead, Communications & Promotions** will have opportunities to develop and enhance specific skills in the following competencies:

1. Communication
2. Teamwork/Collaboration
3. Creative thinking
4. Analytical thinking & problem solving

Work Performed - Specific Duties and Responsibilities:

- Under the guidance of full-time staff members, support and provide input into social media, communication and promotional strategies for programs and events organized through York International.
- Act as a student lead in the implementation of the social media strategy for York International programs and services.
- Work within the guidelines of York University's brand guidelines to create excellent communications and promotions materials for York International's programs and services.
- Provide leadership for the marketing team through training.
- Work as the student lead on projects related to communications and promotions for York International e.g., student blogs, updating content for shared material.
- Consult with appropriate staff across York International to determine the needs for each project and how to meet those needs through print, digital and web materials.
- Lead the student team in compilation of data, analytics and research related to social media posts, website material, photo and video campaigns and other online content related to York International.
- Work collaboratively with other student leaders to facilitate peer-to-peer learning and foster a global community through a communications and promotions lens.
- Respond to questions from students in a professional manner and refer more complex or sensitive enquiries to the appropriate full-time staff at York International and other departments.
- Coordinate all necessary logistics for tasks performed by the marketing team i.e., resources, materials etc.
- Stay in regular contact with supervisor and communicate updates regularly to appropriate York International team members and campus partners.
- Escalate serious problems or matters to the appropriate full-time staff.
- Perform other duties as assigned.

Qualifications:

Education, 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).
- Demonstrated skills in leadership in areas related to communications and promotions (blogs, emails, photography, videos, graphic design and web development).
- Strong knowledge of social media, Zoom, telephone and email, and an interest in using each as a tool of student engagement, as well as experience using and configuring technical tools.
- Working experience with web development, design tools e.g., Word Press, Adobe InDesign and video creation and editing tools.
- 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.
- Experience working with people from different backgrounds/cultures.
- Excellent communication skills; experience in public speaking and presenting to audiences of various sizes.
- 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 time management skills.
- Excellent computer skills (word processing, email, database management, spreadsheets).
- Demonstrated ability to learn and take initiative, adaptability, approachable, knowledgeable and open to self-directed learning.

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.

Personal and Professional Development:

“As part of your work/study experience, you will be asked to participate in [Becoming YU](#) - a program designed to support students in creating meaningful goals and objectives, recognize the value of your experiences, identify the leadership and career competencies you gain through these experiences and confidently articulate your skills and experiences, whether it's for a future job or further education opportunity. Throughout your work/study experience you will have the opportunity to meet regularly with your coach to set goals and objectives, report and reflect on your progress and get valuable feedback.”

Student Learning Components:

Orientation, Training and Ongoing Professional Development

- York International offers comprehensive training that includes topics such as York's Branding guidelines, giving and receiving feedback, active listening, event and project management, teambuilding, facilitation skills, leading peers, 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 community building, making referrals, intercultural communication, coaching and leveraging their experience for their resume/future careers. The **Student Lead, Communications & Promotions** will be assigned resources to consider for reflection during meetings with the supervisor.

Feedback, Ongoing Support and Reflection

- The **Student Lead, Communications & Promotions** will be asked to participate in professional goal setting, regular self-assessments, and performance review process with the supervisor each term. The supervisor will provide regular feedback, coaching and discuss challenges and successes as they arise.
- The **Student Lead, Communications & Promotions** will have regular 1-1 meetings with their supervisor to provide written summaries and updates on the status of their projects and identify any challenges they are facing as well as work in collaboration with the supervisor to determine areas for support and solutions.

Networking and Mentorship Opportunities

- Opportunity to work collaboratively with professional staff of the York International and learn more about York International functions.
- Opportunity to meet and interact with diverse cultures and groups.
- Opportunity to learn and develop knowledge about the international education community.
- Opportunity to lead a small team of student peers and develop coaching skills.
- Opportunity to engage with first year and incoming students (international, exchange, international student researchers and others).

Personal and Professional Development, Classroom and Workplace Competencies

- Exposure to and experience working in a professional office environment.
- Exposure to working on communications and promotions for the main international office on campus.
- Enhanced leadership and collaboration skills.
- Experience with public speaking, presentation, and communication of programs and services that can enhance their academic ability to communicate ideas concisely.
- Experience with intercultural communication and awareness and development of global competencies.
- Improve familiarity with campus resources and referrals for students.
- Development of planning skills including time management, prioritization, communication with participants, promotion, and event execution.
- Development of independent problem solving abilities.