

York University
Job Description – Work-Study Student

Job Title: Website & Social Media Assistant	To Be Completed by HR Only
Type: Work-Study <input type="checkbox"/> LEAP <input checked="" type="checkbox"/>	Job Code: 954746
	Classification: Administrative
	Level: 3

The Work Study Student program provides on-campus job opportunities for eligible York University undergraduate students.

Work Study Student employees are provided opportunities to contribute to support roles while developing valuable, relevant skills and work experience for the workplace. These roles offer a learning and development opportunity for Work Study Student employees to receive experiential on-the-job training, guidance and mentorship.

Under the guidance of permanent staff members, Work Study Student employees will provide support to their relevant department/faculty in clerical, administrative and technical capacities.

As part of your Work-Study/LEAP experience, you 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 competencies and skills; and
- articulating their skills and experiences with confidence.

Becoming YU includes regular meetings with your student employment supervisor/coach for reflecting on your progress and getting valuable feedback.

Job Purpose:

Provide an overview of the job responsibilities

The Website & Social Media Assistant is responsible for creating and updating content on websites and social media platforms.

Major Areas of Responsibility:

Briefly describe the main duties and responsibilities

Under the direction of a permanent staff member the Website & Social Media Assistant may be responsible for some or all the following tasks:

1. Plan, create and maintain engaging social media content.
2. Support the development of social media strategies.
3. Update websites with current and accurate information.
4. Review and improve website functionality.
5. Research existing trends and best practices.
6. Assist with the creation of marketing and digital advertising materials.
7. Ensure that all content and materials adhere to brand standards.
8. Collaborate with staff and faculty to support website and social media initiatives.

9. Other duties as assigned.

Education:

Must be enrolled as a York student

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Experience:

Previous work experience may be considered

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Skills:

Must select skills from approved Job Qualification & Related Skills document

1. Ability to creatively write content to engage an intended audience.
2. Ability to use social & digital media to effectively communicate or respond to others.
3. Ability to meet deadlines and organize time effectively.
4. Ability to update websites and social media platforms.
5. Ability to learn and use a variety of computer applications.