

## York International

Job Title:	<b>tudent Coordinator, Graphic Design &amp; Content Creator</b>
Position Start Date:	September 6, 2022
Position End Date:	April 28, 2022
Hours per Week:	15 hours
Hourly Wage:	\$16
Position Type:	Work/Study
Number of Positions:	2

**\*\*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, Graphic Design & Content Creator** will assist York International in designing posters, handouts and other print, digital and other materials used for communication and promotions of online/virtual programs, events, services and information relevant to York International. Through the creation of these designs, the **Student Coordinator, Graphic Design & Content Creator** will connect international and exchange students with information about York International and promote international/global student community building. This role will focus on all York International areas.

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

### Specific Duties and Responsibilities:

- Under the guidance of YI staff and in collaboration with the Communications and Marketing student team, support York International's communications and promotions strategies through the creation of print, digital and web materials.
- With the support of the Student Lead, Communications & Marketing:
  - ✓ Plan and create print and digital material such as posters, web banners, animations, etc used to promote York International online/virtual events, services and programs.:
  - ✓ Inform and engage the global community through digital material.
  - ✓ Engage international and exchange students in community celebrations through digital content.
  - ✓ Outreach to international and exchange students through material they create.
  - ✓ Respond to emails and other communications received from students (related to York International programs) and escalate questions as appropriate.

- 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.
- Develop and implement creative social media plans for York International programs and initiatives including development of engaging social media content including videos.
- Engage international and exchange students in community celebrations through online content.
- Plan, create and edit a variety of videos e.g., videos highlighting York International programs.
- Solicit feedback on projects and materials from appropriate individuals and team members.
- Follow York University's brand guidelines to create excellent communications and promotions materials for York International's programs and services.
- Work collaboratively with teammates, volunteers and student leaders to facilitate peer-to-peer learning and foster an online global community.
- 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:**

#### 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).
- Working experience with design tools e.g. Adobe InDesign and video creation and editing tools.
- Experience with designing print and digital material including a portfolio of previous work.
- Strong knowledge of social media and how promotional materials factor into social media engagement.
- Strong knowledge of social media and effective social media engagement and trends.
- Demonstrated experience with creative, vibrant, and informational written content.
- Experience with video creation and editing tools including a portfolio of previous work.
- Understanding of York International's targeted audiences, their needs and how to communicate to them through various platforms
- Experience and familiarity with York International student services and resources.
- Experience working with people from different backgrounds/cultures.
- Excellent communication skills; professional demeanour, public speaking and presentation proficiency.
- Application of cultural awareness in written, verbal and non-verbal communication.
- Connecting with others across differences of culture, experience, identity etc.
- 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.

- Proficient with design, video and social media editing tools (such as Adobe Creative Cloud, TikTok and similar social media's built-in editing software)
- Professional, punctual and reliable.
- Able to maintain confidentiality & keep accurate and detailed records.

### Student Learning Outcomes:

As part of your work study 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.

### *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, Graphic Design & Content Creator**.
- Students will have an opportunity to be mentored by the **Student Lead, Communications & Marketing** as well as professional staff in York International.

### *Feedback, Support and Reflection*

- The **Student Coordinator, Graphic Design & Content Creator** 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, Graphic Design & Content Creator** 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 the team lead and the full-time York International team in the accomplishment of joint tasks and common objectives.
- Opportunity to meet regularly with the team lead and 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.

### **Important Dates** – Exact dates to be confirmed.

Training: the week of May 2, 2022

Orientation Support: between Aug. 29, 2022 and Sept. 6, 2022

Peer Leader Training: To be confirmed (in May)