

York International

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| Job Title: | Student Coordinator, Social Media & Online Content |
| 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: | 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, Social Media & Online Content** will assist York International in creating online promotion for its programs and services and updating written content related to York International. Through the creation of these materials, the **Student Coordinator, Social Media & Online Content** will connect new international students with information about York International and promote international student community building. This role will focus on all York International areas.

The **Student Coordinator, Social Media & Online Content** provides support in coming up with creative ways to enhance York International's social media presence 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 a student team lead and 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 social media, communications and promotions strategies through creation of engaging, informative, accurate content for use through York International's communication channels.
- With the support of the Student Lead, Communications & Marketing:
 - ✓ Develop and implement creative social media plans for York International programs and initiatives including development of engaging social media content.
 - ✓ Regularly monitor York International's social media accounts and ensure consistent engagement.
 - ✓ Inform and engage the global community through relevant posts and campaigns.
 - ✓ Schedule regular posts, following plans created in collaboration with teammates and YI staff.
 - ✓ Engage international and exchange students in community celebrations through online content.

- ✓ Contribute to student blogs run by campus partners and write blogs on various topics specific to York International's audience.
 - ✓ Assist with updating content for the York International website and online platforms within York.
 - ✓ Respond to emails and other communications received from students (related to York International programs) and escalate questions as appropriate.
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- Consult with appropriate staff across York International to determine the needs for each project and how to meet those needs through social media and online content.
 - 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.
 - Outreach to international students through social media posts.
 - Work collaboratively with teammates, volunteers and student leaders to facilitate peer-to-peer learning and foster a global community.
 - Stay in regular contact with team lead 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 e.g. marketing, communications).
- Strong knowledge of social media and effective social media engagement.
- 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:

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, Social Media & Online Content**.
- 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, Social Media & Online Content** 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 Coordinator, Social Media & Online Content** 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 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)