



## EMPLOYMENT OPPORTUNITY

**Position:** Social Media Associate  
**Type:** 10-12 Hours/Week  
**Location:** Mississauga  
**Duration:** Friday, June 10, 2022 – Sunday, April 30, 2023.

**Date Posted:** May 9th, 2022  
**Expiry Date:** May 23rd, 2022 - 11:59PM

### UTM Students' Union:

The UTM Students' Union, Local 109 of the Canadian Federation of Students represents and advocates for all undergraduate students at the University of Toronto Mississauga. UTM Students Union also manages the student center and administers many cost-saving services. The UTM Students' Union is membership driven and cannot survive without vital student input and involvement. Students set the agenda through their elected representatives on the UTMSU Board of Directors. ([www.utmsu.ca](http://www.utmsu.ca)).

### Job Description:

A Social Media Associate focuses on effectively communicating the word about UTMSU's events, campaigns, and services through the UTMSU social media pages. Along with the Communications Team, they are responsible for maintaining the digital outward-facing voice and image of the Union, as well as direct communications with the UTM student body. They will support the generation of ideas as well as the production of digital content for the UTMSU social media pages.

### Responsibilities:

- Will be responsible, in collaboration with the Graphics and Communications Coordinator, for creating graphics and written content for social media posts for the UTMSU pages.
- Supporting with responding to direct messages and maintaining communications on the UTMSU social media pages.
- Supporting the overall management and maintenance of UTMSU social media pages.
- Creating and executing promotion plans for UTMSU events and services.
- Assists in the planning and scheduling of digital content for UTMSU social media pages.
- Attend weekly meetings with the Communications Team.

Is responsible for reporting all accomplishments and hours of work to the President, Vice President Internal and the Executive Director on a bi-weekly basis, with all projects and work assigned

### Qualities/Skills Required:

- Excellent Verbal and Communication Skills.
- Strong attention to detail.
- Must be driven, professional, courteous, and able to work well alone or with a team.
- Comfortable with communicating with UTMSU members on a daily basis.
- Some graphic design experience; experience with Canva or other graphic design software.
- Well versed in the features and functionality of social media platforms such as Instagram, Facebook, and Twitter.

**Compensation:**

Remuneration is \$15.00/hour.

**Contact / Application Information:**

For more information on the position of Promotions Coordinator, please contact UTMSU at [jobs@utmsu.ca](mailto:jobs@utmsu.ca) and cc: [president@utmsu.ca](mailto:president@utmsu.ca) . Please use the subject “**Application: Promotion Coordinator**”.

**How to Apply:**

Please send your cover letter & resume by May 23, 2022 at 11:59PM to the attention of Wenhan (Berry) Lou:: [jobs@utmsu.ca](mailto:jobs@utmsu.ca) and CC: [president@utmsu.ca](mailto:president@utmsu.ca) .

**Interview:**

Only selected candidates will be invited for an interview.

**Hours and compensation:**

- Contract start date: June 10, 2022
- Contract end date: April 30, 2023 – possible extension pending performance review.

- Your Students' Union  
University of Toronto Mississauga Students' Union  
Local 109 - Canadian Federation of Students

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