



EMPLOYMENT OPPORTUNITY

Position: Content Creator
Type: 10-12 Hours/Week
Location: Mississauga
Duration: May 6th, 2024 – April 30, 2025

Date Posted: Apr 16th, 2024
Application deadline: Apr 30th, 2024 - 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).

Job Description:

A Content Creator will focus on effectively communicating and spreading the word of UTMSU's events, campaigns, and services through the UTMSU social media pages in an innovative and creative way under the supervision of President & Graphics and Communication Coordinator. Along with the Media Team, they are responsible for maintaining the digital outward-facing voice and image of the Union, and what the Union has to offer, as well as maintaining direct and consistent communications with the UTM student body. In addition, they will support the generation of ideas and the production of digital content for the UTMSU social media pages, with the aim of increasing the Union's reach to the student body.

Responsibilities:

- Collaborate and assist the Graphics and Communications Coordinator and Exec Team in creating graphics and written/visual content for social media posts for the UTMSU social media pages.
- Support the UTMSU social media pages by filming and then creating immediate content (reels, posts, etc...), communicating UTMSU events, actions, and other activities of interest to the student body.
- Assist in the overall management and maintenance of UTMSU social media pages.
- Plan and execute promotions for UTMSU events and services.
- Assist in the planning and scheduling of digital content for UTMSU social media pages.
- Lead and work on the creation of larger social media or video related projects.
- Attend weekly or biweekly meetings with the Media Team.
- Report all accomplishments and hours of work to the Media Team on a bi-weekly basis, with all projects and work assigned.

Must present a small portfolio of content (created in the past year) during the interview, if selected

What can I include in my portfolio?

- Example work that can include posts, videos, and written captions
- If you have writing examples, include an example of your best informal business writing

Qualities/Skills Required:

- Extremely personable with excellent verbal and communication skills.
- Experienced in graphic design and content creation.
- Experience with Canva or other graphic design software.
- Strong attention to detail and able to apply branding guidelines.
- Highly organized.
- Punctual and able to attend UTMSU events/activities for content filming.
- Comfortable with communicating with UTMSU members on a daily basis.
- Experienced in using the features of multiple social media platforms, and their editing tools.
- Must be up to date with current design trends and consider useful marketing strategies.
- Must be driven, professional, courteous, and able to work well alone or with a team.
- Creative: be able to create, implement, and bring ideas to life.

Compensation:

Remuneration is \$17.00/hour.

Contact / Application Information:

For more information on the position of Content Creator, please contact UTMSU at jobs@utmsu.ca and cc: president@utmsu.ca . Please use the subject “**Application: Content Creator.**”

How to Apply:

Please send your cover letter, resume, and 2-3 examples of your past design work by Apr 30th, 2024 at 11:59 PM to the attention of Yongxin (John) Liang: jobs@utmsu.ca and CC: president@utmsu.ca .

Please use the subject “**Application: Content Creator.**”

Interview:

Only selected candidates will be invited for an interview.

- Your Students' Union

University of Toronto Mississauga Students' Union

Local 109 - Canadian Federation of Students

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