



University of Toronto Mississauga  
Students' Union  
LOCAL 109 OF THE CANADIAN FEDERATION OF STUDENTS

1815 Inner Circle Rd., Student Centre Room 100  
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## EMPLOYMENT OPPORTUNITY

Position:	Social Media Coordinator	Date Posted:	May 11th, 2026
Type:	10-12 Hours/Week	Expiry Date:	May 26th, 2026 - 11:59PM
Location:	Mississauga		
Duration:	Mon. June 8, 2026 – Fri. April 30, 2027	Positions Available:	1 (One)

### 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 Centre 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 ([utmsu.ca](http://utmsu.ca)).

### Job Description:

The Social Media Coordinator will support the daily upkeep and engagement of the UTMSU Instagram presence under the supervision of the President and Graphics and Communications Coordinator. The successful candidate will help maintain active communication with the student body through Instagram Stories, direct messages, event coverage, and approved social media content.

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. This role is heavily student-facing and requires someone who is highly organized, personable, responsive, and knowledgeable about social media trends and online student engagement. The Social Media Coordinator will also attend in-person events to provide live updates and assist in ensuring students remain informed about UTMSU events, services, campaigns, and announcements.

### Responsibilities:

- Maintain and monitor the UTMSU Instagram account on a daily basis.
- Respond to and manage communications with students through Instagram direct messages in a professional and timely manner.
- Share relevant updates on Instagram Stories, including:
  - Event reminders and promotions

- In-person event coverage and live updates
- Service announcements and reminders
- Student opportunities and important campus information
- Post approved content to the UTMSU Instagram page under the direction and approval of the Graphics and Communications Coordinator.
- Attend UTMSU events and activities in-person to capture and share real-time updates and content.
- Relay student inquiries, concerns, and external vendor communications to the Executive Team and Graphics and Communications Coordinator when necessary.
- Assist with maintaining a consistent and engaging online presence for the Union.
- Support social media engagement initiatives and audience interaction strategies.
- Attend weekly or biweekly Media Team meetings.
- Report completed work, updates, and assigned tasks on a biweekly basis.

#### Qualities/Skills Required:

- Extremely personable with excellent verbal and communication skills.
- Familiarity with Instagram features, trends, and audience engagement tools.
- Strong understanding of social media communication and community management.
- Ability to respond professionally and appropriately in a fast-paced environment.
- Organized, detail-oriented, and able to manage multiple updates simultaneously.
- Comfortable attending and covering in-person events.
- Experience with Canva or other design/content creation platforms is considered an asset.
- Knowledge of current social media trends and student engagement strategies.
- Professional, reliable, punctual, and able to work independently or collaboratively.
- Creative mindset with strong problem-solving and communication abilities.

#### Compensation:

Remuneration is \$18.00/hour.

#### Contact / Application Information:

For more information on the position of Social Media 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: Social Media Coordinator."

#### How to Apply:

Please send your cover letter & resume by **May 26th, 2026 - 11:59PM** to the attention of Xingyi (Freya) Gao: [jobs@utmsu.ca](mailto:jobs@utmsu.ca) and CC: [president@utmsu.ca](mailto:president@utmsu.ca) and [graphics@utmsu.ca](mailto:graphics@utmsu.ca). Please use the subject "Application: Social Media Coordinator."

**\*\* Must present a portfolio of works with application and at 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

Interview:

*Only selected candidates will be contacted for an interview.*

— Your Students' Union

University of Toronto Mississauga Students' Union

Local 109 - Canadian Federation of Students

Visit us on [utmsu.ca](http://utmsu.ca) or follow us on Instagram [@myUTMSU](https://www.instagram.com/myUTMSU).