

Student Experience Office Employment Opportunity

Position:	Communications and Administration Student Lead
Term:	May 8, 2023 – August 25, 2023 (potential to extend to September 8, 2023) 35 hours/week A few evening and weekend hours may be required
Remuneration:	\$17.85 (<i>Inclusive of 4% vacation pay</i>)

Communications and Administration Student Lead

Position Description

Background

The Student Experience Office (SEO) in the Division of Student Affairs at Queen's offers programs and services to orient students to university life, to support their successful transitions into and through university, and to encourage leadership development, student engagement, and co-curricular involvement while at Queen's. Our goal is to support a holistic student experience that prepares students to achieve not only their personal, social, and academic goals, but also their professional and community aspirations.

The Communications and Administration Student Lead will provide support with managing the three websites hosted by the Student Experience Office (SEO), will produce marketing and communications content for major events, and will perform other administrative duties as assigned. The student will oversee the functionality of the websites, evaluate, and manage website performance and analytics, and develop, maintain and update website content.

The Communications and Administration Student Lead will report to the Communications and Administrative Coordinator, responsible for both marketing and communications within the office, and general office administration. The student will also work collaboratively with other members of staff in the Student Experience Office.

Job Summary

The Communications and Administration Student Lead will provide support in developing all aspects of marketing communications for all channels involving programming for the incoming class, including strategy, design, production, project management, and campaign measurement. The Next Steps website is the main source of information for the incoming class, and its development and maintenance will be the top priority for this position.

Communication and administration initiatives within the Student Experience Office include updating and maintaining departmental websites, liaising with campus partners to obtain updates and current information, developing graphic design materials for event promotion, writing copy for communications, and occasional front desk admin coverage.

Key Duties

1. Website Management

- a) Create, maintain, and update website content for the three SEO websites (Next Steps, Orientation and Student Experience Office)
- b) Collect information and updates from colleagues and campus partners to update websites and create new content
- c) Create analytics reports to help shape website content and evaluate website performance
- d) Assist with website writing and finding and selecting images
- e) Ensure all content is inclusive and accessible, and meets the diverse needs of students, faculty and staff

2. Communications and Marketing

- a) Create and update strategic communications plans, including researching options, capacity, recommending strategies and tactics, and creating rollout schedules
- b) Write and design communications and promotional resources and materials (such as website content, infographics, etc), targeted to audience and topic
- c) Write and manage weekly summer email to incoming class, including review with partners, editing, and sending through programming software such as MailChimp or ConstantContact
- d) Conduct environmental scans and other related research
- e) Represent the Student Experience Office at information fairs and other events as required
- f) Act as a contact for students, faculty and staff who have questions about events and programming. Respond to social media comments and inquiries, or manage up if needed
- g) Problem-solve thoughtfully and logically while incorporating different perspectives
- h) Independently evaluate options accurately and establish priorities, checking-in with supervisor as appropriate

3. Departmental Administration

- a) Attend staff meetings, one on ones, and other meetings as appropriate
- b) Perform administrative tasks such as data entry and filing
- c) Write analytics reports following the completion of events and advertising campaigns, including audience number tracking, analyzing feedback and reach and making recommendations for future projects
- d) Be knowledgeable of campus and community resources (including academic, social, safety, health, and others), and able to refer others when appropriate
- e) Participate in ongoing professional development
- f) Perform other duties as assigned

Skills Required

- Experience in web development or working with a Content Management System (i.e. WebPublish) is an asset, but not necessary
- Excellent written communication skills, including the ability to target communications to specific audiences on a variety of platforms (ex. writing for social media, website writing, writing for printed marketing promotions, etc.)
- Experience with graphic design, including experience with development, layout and formatting of print materials such as reports, posters and infographics, and/or online materials such as blogs and/or websites
- An understanding of social media networks and how to plan content specific for each social media platform, and how to connect with students
- Excellent project and time management skills (creating and maintaining detailed work plans) to set and manage timelines and goals so that projects are completed on time and on budget
- Ability to manage multiple projects, while delivering accurate work
- Ability to respond positively to creative criticism
- Excellent interpersonal, collaboration and team skills
- Effective at using technology including Office Suite (Excel, Word, PowerPoint), Adobe Creative Suite (including Photoshop), graphic creation software (e.g. Canva), email distribution tools (e.g. Constant Contact, MailChimp)
- Demonstrated commitment to equity, diversity, and inclusivity. Skill in interacting with persons of diverse backgrounds

Eligibility

- Be a registered Queen's student and remain in good academic standing for the duration of their work term
- Be legally entitled to work in Canada; International students must hold a valid study permit
- Submit a satisfactory Canadian Police Information Check (CPIC) and Vulnerable Sector Check within 2 weeks of beginning the work term. They will be responsible to maintain a clean CPIC and Vulnerable Sector Check for the duration of their employment

Application Instructions

To apply, please submit a cover letter and resume through MyCareer. Search ID: 131864 under Summer Work Experience Program – SWEP.

Questions can be sent to exp@queensu.ca

Applications are due February 13, 2023, at 11:59pm.

We thank you for your application. Only those individuals who are selected for an interview will be contacted.

We are committed to employment equity and diversity in the workplace and welcome applications from individuals from equity seeking groups such as women, racialized/visible minorities, Indigenous/Aboriginal peoples, persons with a disability, persons who identify in the LGBTQ2S+ community and others who reflect the diversity of Canadian society.