**Employment Opportunity**

**Position:** Student Lead, Marketing & Communications

**Term:** May 6 to August 23, 2024, 35 hours/week  
*Evening and weekend hours may be required*

*Please note this position has the potential to extend after the summer with a new contract, working September 2024 to April 2025 at 10 hours/week*

**Remuneration:** $17.34/hour (plus 4% vacation pay)

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**Transition & Engagement, Student Lead**  
Position Description

**Background:**

The Student Experience Office (SEO) at Queen’s aims to prepare and support students to achieve not only their personal, social, and academic goals, but also their professional and community aspirations. The SEO supports co-curricular learning and development by offering programs and services to orient students to university life, support their successful transitions into and through university, and encourage their leadership development and community engagement while at university.

**Job Summary:**

The Student Lead, Marketing & Communications will produce marketing and communications content for the Student Experience Office’s (SEO) social media accounts, provide support with managing the three websites hosted by SEO, and will perform other duties as assigned. Marketing and communications initiatives within the SEO include updating and maintaining departmental websites and social media accounts, 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.

The Student Lead, Marketing & Communications will also 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 position will oversee the functionality of the websites, evaluate and manage website performance and analytics, and develop, maintain and update website content.

The Student Lead, Communications and Administration 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.

Key Duties:

1. Communications and Marketing
   a. Create and update strategic communications plans, including researching options, capacity, recommending strategies and tactics, and creating rollout schedules
   b. Design and create graphics and videos for social media accounts, including Instagram, Facebook, TikTok, and Rafr
   c. Write and design communications and promotional resources and materials (such as website content, infographics, etc), targeted to audience and topic
   d. Support the development of the weekly summer email to incoming class, including review with partners, editing, and sending through programming software such as MailChimp or ConstantContact.
   e. Conduct environmental scans and other related research
   f. Represent the Student Experience Office at information fairs and other events as required
   g. 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
   h. Problem-solve thoughtfully and logically while incorporating different perspectives. Independently evaluate options accurately and establish priorities, checking-in with supervisor as appropriate

2. 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

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:

The following skills and experience are essential:

- 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.
- 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 video editing for Instagram Reels and TikTok
- An understanding of social media networks and how to plan content specific for each social media platform, and how to connect with students
- Experience in web development or working with a Content Management System (i.e. WebPublish) is an asset, but not necessary. Training will be provided
- 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:**

The Marketing & Communications, Student Lead must:
- 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 in this role.

**Time Commitment:**

- The work term will be May-August 2024; weekly hours are outlined below:
  - 35 hours per week
- The Marketing & Communications Student Lead will be asked to establish office hours within the operating hours of the Student Experience Office to take place on-campus

**Remuneration:** $17.34/hour (plus 4% vacation pay)

**Application Instructions:** Apply via MyCareer; Job ID 141803. Applications are due February 13, 2024

*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.*