



UNIVERSITY OF TORONTO
FACULTY OF APPLIED SCIENCE & ENGINEERING
Troost Institute for Leadership Education in Engineering

Digital Content Specialist

1 Position Available

Purpose

ILead (Troost Institute for Leadership Education in Engineering) is forming a dynamic team of student leaders who will work together to cultivate a community that values leadership development in the Faculty of Applied Science & Engineering. The Digital Content Specialist will be part of this team along with the Community Animators, Photographer, and Leadership Lab Facilitators.

Do you find yourself raking in the likes on Facebook or Instagram? Do your videos get views on Snapchat or Youtube? Are you that friend who manages to convince others to watch your favourite TV show or give your newest hobby a shot?

If the answer to any of the above is yes, then you've figured out how to engage your audience... so why not get paid to help us reach ours? ILead is looking for someone to boost our social media presence and strengthen our brand - and that someone might just be you!

ILead offers curricular and co-curricular programming throughout the year. As our Digital Content Specialist, you should bring an ability to analyze the needs and interests of our subscribers. What makes them tick, and will it get us a click? It will be your job to start finding out.

But understanding our audience is just the first part of the job - the heart of this role is your creativity: you should bring an imaginative vision for social media content possibilities. We are looking for *your* insights and *your* ideas to build a stronger relationship with our online community. Lastly, your third major responsibility of this role is implementation. You've done the research, and you've come up with some great ideas - so let's turn those ideas into action!

Qualifications

Education

Current undergraduate or graduate engineering students.

Skills and Experience

- Passion for conceptualizing and generating creative projects and ideas on a consistent basis
- Ability to understand analytics and trends, as well as strategize plans for increased audience engagement
- Excellent communication skills, written and verbal
- Detail-oriented
- Reasonable understanding of social media and how to effectively utilize platforms
- Ability to meet project deadlines and stay on schedule for content deliverables
- Intermediate Photoshop and video editing skills
- Experience managing communications (e.g. for student clubs) or writing for blogs is an asset
- Experience with community building is an asset

Duties

Research

- Research target audience and identify effective social media engagement techniques
- Strategize social media outreach plan by reviewing and identifying trends in current metrics
- Investigate and assess tactics for increasing social media relevancy

Ideate

- Brainstorm concepts for blog posts, videos, photos, and additional media content and/or projects
- Design prototypes and drafts of content ideas, maximized for each social media platform

- Interpret and integrate supervisor and team feedback to refine content

Execute

- Submit content to post on our social media platforms and website as per schedule
- Monitor social media trends and related news to maximize opportunities for relevant content and increased post interaction
- Work on special projects as assigned, which may include video series, graphics, and articles.

Collaborate - Student Team

- Attend monthly student team meetings to provide updates on your role, listen to updates from other student team members, and seek and provide feedback
- Supporting ILead student ambassadors in marketing, promotions, and events
- Participate in training sessions to develop personal leadership awareness and team skills
- Engage in personal development planning and continuous skill improvement with the support and mentorship of ILead staff and other members from the student team

This is a great opportunity for you to utilize your analytical abilities, showcase your creativity, produce tangible results, and build your portfolio.

Hours and Compensation

- September 2018 – April 2019
- 5-8 hours per week
- \$15/hour

Application Materials

- Cover letter and resume

Interviews will take place in mid-August.