



# UNIVERSITY OF TORONTO

## FACULTY OF APPLIED SCIENCE & ENGINEERING

Troost Institute for Leadership Education in Engineering

### **Multimedia Assistant**

#### **Job ID 176497**

#### Purpose

Troost ILead (Troost Institute for Leadership Education in Engineering) is a dynamic leadership education program in the Faculty of Applied Science and Engineering. We are seeking a multimedia assistant with skills in video editing and graphic design to work with us during the summer.

Do you love editing, storytelling and visual design? Does your content get views on TikTok, Instagram or Youtube? Are you keen to learn about U of T Engineering culture and help create and maintain student-facing content that promotes self-reflection, leadership and personal development?

If the answer to any of the above is yes, then ILead is looking for you. Our team is looking for someone to support graphic design and content creation for social media, with a focus on conceptualizing and editing video content focused on our courses, co-curricular programs and alumni. We also require support cataloguing, organizing and mobilizing content from our extensive photo and video archives to reach a new generation of students.

The heart of this role is your initiative, organizational skills, aesthetic sense, and action-orientation. You should bring an imaginative vision for social media content possibilities. You also need to be comfortable reaching out to others and giving direction for short videos.

#### Qualifications

##### Education

Current undergraduate or graduate student

Training or course work in marketing or digital communications is an asset

##### Skills and Experience

- Experience and proven skills in video editing with skills in iMovie or Adobe Premier
- Experience and proven skills in Adobe Creative Suite
- Understanding of the principles of graphic design
- Exceptional organizational skills and the ability to work independently
- Learning-mindset and desire to support an existing brand to thrive
- Excellent communication skills, visual, written and verbal
- Strong initiative, can work independently and manage time effectively

- Understanding of social media and how to effectively utilize and integrate platforms
- Ability to meet project deadlines and stay on schedule for content deliverables
- Experience with Hootsuite, Mailchimp, WordPress or other CMS an asset
- Familiarity with zoom and the online learning environment an asset

## Duties

- Coordinate remote production of and edit videos for ILead courses, co-curricular offerings and events, using Zoom recordings or videos submitted by staff and students
- Support staff with conceptualization of visual media content to boost student engagement with ILead
- Catalogue, inventory and organize ILead's extensive library of still images and videos so that these can be recycled and repurposed for a new generation of students
- Design posters, slide decks, social media posts, and create graphics for special promotional projects as assigned
- Support the design of bi-monthly newsletters
  
- Monitor social media trends and related news to maximize opportunities for relevant content and increased post interaction
- Interpret and integrate supervisor and team feedback to refine content

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

- 9-12 hours/week
- \$15/hour

## Application Materials

- Through CLNx