



Employment Opportunity

Graduate Student Association - University of Waterloo

Job Title: Social Media Coordinator

Compensation: \$30 per hour

Schedule: 6 hours per week

Contract Dates: August 15, 2022 - August 31, 2023 (renewable with satisfactory performance)

Primary Purpose

The Social Media coordinator will help support the Vice President of Communications of the Graduate Student Association-University of Waterloo (GSA-UW) in managing the daily operations of social media channels of Graduate Student Association-University of Waterloo (GSA-UW), including creating an efficient social media posting schedule, providing new content, responding to queries and “customer support” requests, etc.

Key Accountabilities

- Handle requests for posting advertisements and content from across the GSA-UW
- Create an efficient social media posting schedule for the GSA-UW, with cross-posting on multiple social media channels (e.g., Instagram, Twitter, Facebook, LinkedIn)
- Create new and original content for social media highlighting student experience, the GSA-UW and relevant services, initiatives, and opportunities for involvement
- Sharing relevant content on GSA social media platforms from other student organizations and accounts from UW offices or Waterloo Region (i.e. re-post to Instagram story, re-Tweeting)
- Take photos of events and support the planning/logistics of recurring and special events
- Support creation of image advertisements for events or initiatives to be posted on social media
- Grow the GSA's social media presence and support student engagement efforts
- Work with the GSA Vice President of Communications and GSA Communications Coordinator to ensure consistent messaging

Required Qualifications

- Full- or part-time graduate student at the University of Waterloo
- Minimum of 1 year of professional experience with a proven track record of delivering outstanding customer service, excellent communication and interpersonal skills
- Experience working with a university student organization and demonstrated knowledge of the GSA and University of Waterloo
- Must demonstrate knowledge of numerous social media channels (e.g., Instagram, Twitter, Facebook, LinkedIn) and the strengths/weaknesses of each
- Must demonstrate skills in social media content creation, including graphic design and video editing (e.g. Canva, Adobe Photoshop, Instagram Reels)
- Ability to work with and build relationships with internal and external partners



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- Must have excellent attention to detail

DIVERSITY AND EQUITY:

The GSA is involved in significant conversations and decisions directly related to student life at UW, and this dialogue is strengthened when the GSA staff team is composed of students with diverse backgrounds, identities, challenges, and experiences. The GSA welcomes and encourages applications from qualified individuals who are Black persons, Indigenous persons, and persons of colour, persons with disabilities and/or accessibility needs, all religions and ethnicities, and all gender identities, gender expressions and sexual orientations.

APPLICATION: If you are interested in this position, please send your CV and cover letter (max 1 page) to gsa-comms@uwaterloo.ca. In your email, use the subject heading "Social Media Coordinator Application"

Applications will be accepted until July 29, 2022 at 5:00 PM