

DETAILED JOB DESCRIPTION

Social Media Ambassador (Part-Time)

NATURE AND SCOPE: The SOCIAL MEDIA AMBASSADOR position helps to facilitate the online presence of the Learning Support Centre. Using social media outlets such as Twitter and Instagram, the SOCIAL MEDIA AMBASSADOR serves as an online representative of the Learning Support Centre and its services, programs, and events. The SOCIAL MEDIA AMBASSADOR with liaise on social media accounts with staff, students and the wider campus community to answer questions, share information and guide other students through accessing Learning Support Centre services. This is an excellent position for upper-semester students enrolled in Business or CSAIT programs.

Responsibilities include:

- Facilitate the social media presence and reach of the Learning Support Centre through posts, shares, favorites, likes and comments on a regular basis
- Serve as a digital point of contact for students engaging with the Learning Support Centre and Mohawk College social media accounts by answering basic questions about services, events and resources available
- Work closely with Learning Support Centre staff as well as the LSC Student Ambassador team to maintain and keep up-to-date information available to students and staff through social media regarding support services in the Learning Support Centre and the wider campus community
- Collaborate with Learning Support Centre staff to create campaigns and online branding strategies to maintain high levels of social media engagement with the Mohawk College community, including (but not limited to) contests, hashtag generation, and student-friendly content creation
- Work closely with Learning Support Centre staff as well as the LSC Student Ambassador team to explore and propose possible directions for future social media strategies, including the use of third-party apps, the creation of an inventory of original graphics, a "semester cycle" for content generation, and the possibility of expanding to use other social media outlets including Facebook, LinkedIn, Pinterest, YouTube or Vine.

CONTRACT PERIOD: From the first day of classes to the last day of classes in a given semester. Please note, pre-service training will be required to take place prior to first day of classes.

REMUNERATION: The Social Media Ambassador is compensated at a rate of \$11.60 per hour plus 4% in lieu of vacation. The Social Media Ambassador may work a maximum of 15 hours per week (hours are not guaranteed and number of hours per week may change subject to demand). The Social Media Ambassador is expected to complete bi-weekly pay records through the Mohawk College Web Entry system. Pay is deposited bi-weekly via direct deposit.

QUALIFICATIONS:

- Business student (or student with equivalent marketing skills, education or experience)
- Excellent customer service skills
- Excellent communication skills; proof of technical writing ability required
- Ability to exercise creativity and critical thinking
- Ethical judgement and sound decision-making skills
- Excellent organization and prioritization skills
- Excellent computer skills: Twitter, Instagram, YouTube and Facebook, plus Microsoft Office Suite 2010, graphic design and webpage editing skills considered an asset
- Attention to detail and high degree of accuracy
- Troubleshooting skills and ability to use initiative

