



The Central Student Association (CSA) is the undergraduate student union at the University of Guelph. We advocate on behalf of our membership, representing collective interests on a diverse range of issues such as public transit, housing, student rights and the accessibility of education. In addition, we offer numerous services and programs such as the universal bus pass, health and dental plan, and a Student Help and Advocacy Centre.

SOCIAL MEDIA ASSISTANT

The CSA is an organization which is run by students, for students and as such we strive to represent and amplify the voice of the undergraduate population at UofG. Some of the ways that we do this are through organizing and promoting various campaigns and events which matter to students, with the aim of advocating, involving, engaging and informing. The Social Media Assistant will be responsible for helping to amplify the voice of the CSA by implementing a social media marketing plan, and enhancing the CSA's online presence through social media management.

Term	May 14 to November 30, 2018, 29 weeks January 7 to April 5, 2019, 13 weeks Total of 42 Weeks
Hours	Average 5 hours per week, maximum 210 hours total
Wages	\$15.35 per hour (includes vacation pay)
Supervisor	Promotional Services & Graphic Designer
Executive Supervisor	CSA President

TRAINING AND TRANSITION:

- Required to attend the full day CSA Transition Training Day for all incoming and outgoing staff members on Saturday, April 7
- Required to attend a full day of Staff Training, and other Training sessions/workshops scheduled by the CSA President and Policy & Transition Manager covering topics related to conflict resolution, anti-oppression, CSA policy and bylaws, Health and Safety, etc.,
- Required to provide up to 3 hours of one on one training to the new incoming Social Media Assistant
- Required to create /update your Transition & Operating Manual to be submitted to the Policy & Transition Manager and CSA President prior to the end of your contract
- Required to sit on Social Media Assistant hiring committee as the staff member, unless directed otherwise by the CSA President

JOB DESCRIPTION:

- Update and post CSA events on the CSA social media platforms (Facebook, Twitter, Snapchat and Instagram) according to promotional content schedule while observing best practices.
- Check the CSA social media platforms at least once per day.
- Review and edit requests for social media promotion and post as appropriate.
- Responsible attending most if not all CSA events to photo document and promote through social media
- Responsible for updating the CSA Facebook page with relevant content about the CSA to increase traffic and awareness about what the CSA is and what we do.
- Monitor online conversations daily
- Produce content that follows CSA brand guidelines
- Communicate with CSA Services to collect and incorporate content relevant to their Service operations, and upcoming events/initiatives
- Attend bi-weekly meetings with the PSGD & CSA President
- Track and report social media statistics.
- Ability to learn and adapt to new software quickly

- Must be a competent writer and able to write blog-type posts that promote and accurately describe CSA services and events

QUALIFICATIONS:

- General knowledge of the CSA and how it runs
- Education and/or experience in maintaining social networking sites (Facebook and Twitter) for a company, organization, club, etc.
- Knowledge of social media management and monitoring tools, including HootSuite
- Understanding of, and commitment to campus Advertising and Residence policies
- Demonstrated leadership experience in a job or educational setting, working independently with minimal supervision
- Demonstrated writing and editing experience for a publication, newspaper, or magazine
- Demonstrated ability to work successfully in a team environment in a job or in an educational setting
- Ability to check emails 1-2 times each day and reply to requests in a timely manner
- Strong understanding of, and commitment to anti-oppression
- Available for at least two hours during CSA business hours on Mondays and Thursdays
- Ability to be flexible with hours during evenings and weekends

Additional Preferred Background:

- HootSuite Certification
- Proficient in Adobe Photoshop, Illustrator & InDesign
- Course work in media management, advertising, marketing, public relations, or in a related field
- Familiarity with Excel spreadsheets
- Experience with Drupal
- Knowledge of cinema and film news sites

Deadline for applications is Friday February 16, 2018 at 12:00 PM (noon)

Resumes and Cover letters should be submitted online through the CSA application process found at <http://www.csaonline.ca/jobs>

For a complete copy of the CSA Hiring Policy, visit <http://www.csaonline.ca/about/by-laws-policies-and-budgets/>The CSA hiring policy is found in Appendix D of the Policy Manual, Section 4.0.

The CSA is committed to employment equity and to the creation of a working environment that is welcoming for all applicants. We particularly encourage applications from women, Aboriginal peoples, persons with disabilities, racialized people, international students and members of Queer communities.

The Central Student Association welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. To arrange accommodations please contact csamain@uoguelph.ca.