

PROMOTION & MEDIA ASSISTANT

Queen's University International Centre Student Job Posting

Work Period: September - December 2018, with some flexibility to work evenings, weekends and off-site. **Hourly Pay:** \$14.60. **Total number of hours:** 60 - 70.

Supervisor: QUIC Programs Coordinator. **Eligibility:** Any student currently enrolled at Queen's.

Responsibilities:

- Update and maintain the QUIC website (utilizing WordPress).
- Design visuals for Facebook, and Twitter (infographics, posters, promotional and educational images) within the QUIC/Queen's social media and visual identity guidelines.
- Write and design communications and promotional materials (such as articles, website content, infographics and videos), targeted to specific topics and audience.
- Take high quality photos/short videos at QUIC activities and social events for promotion and student engagement in social media posts.
- Create social media content that can be scheduled in advance. Design and write engaging posts to generate peer to peer conversations on topics relevant to student experience.
- Develop materials that are timely, relevant and thought provoking, with special consideration of international students, newcomers and ESL/EAL individuals.
- Promote the QUIC and Queen's University; connect with audiences; build on personal interests and experiences, utilize student life patterns, trends and commonalities.

Skills Required:

- Excellent communication skills, including the ability to engage and tailor communication style to a specific audience.
- WordPress web publishing skills.
- Experience with design and development, layout and formatting of printed and online materials such as reports, posters, infographics, blogs, webpages, and presentations using Adobe Creative Suite, Photoshop, PowerPoint, Prezi and WordPress.
- Extensive experience with marketing on social media, with proven audience engagement.
- Project and time management skills with ability to meet deadlines, and respond to supervision and to perceived organizational goals in a timely & professional manner.
- Appreciation of diversity and issues related to cultural identity & inclusion.
- Ability to interview students, ask meaningful questions and unpack personal reflections & diverse opinions.
- Respect towards cultural differences. Some intercultural skills, experience and awareness.
- Some understanding of issues related to student transition into a new environment.
- Some formal education related to marketing, creative writing, design and/or social media promotion would be considered a definite asset.
- Experience with producing and editing short videos would be considered an asset.

How to Apply:

Please email your cover letter, resume and **samples of your work** (attachments and/or hyperlinks) to quic@queensu.ca by June 10, 2018 the latest.