

Title: Social Media and Creative Content Coordinator Purpose:

The purpose of the Creative Content and Social Media Coordinator is to support VP Comms in overseeing the development and implementation of the MSVUSU's social media and digital content strategies. Overall, their role is to enhance the MSVUSU's digital presence and engage with its members through creative and effective content.

Job Classification:

Level 3

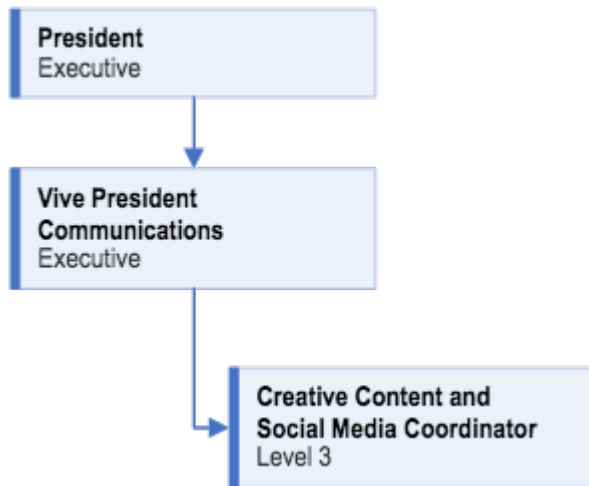
Compensation:

This position is compensated with hourly wages at the Nova Scotia Minimum wage plus 12%.

This position is part-time, with a maximum of 15 hours per week. Reading weeks, winter break, and non-statutory holidays are all unpaid time off unless otherwise stated in the employee handbook.

Reporting and Supervision:

This position reports to the vice president of communications.



Duties and Responsibilities:

Essential Duties

- Meet with the General Manager to become familiar with Union/University policies, key contacts, and union brand guidelines and standards
- Train for working knowledge of all MSVUSU social media platforms, the MSVUSU website and media outlets on campus
- Work with VP Communications to schedule and create social media posts on all MSVUSU platforms for the MSVUSU and its services, including but not limited to announcements, contests, and advertisements.
- Support the creation of print and digital content for MSVUSU Operations including but not limited to: Mount Student Food Bank, MSVUSU Soup Kitchen, the HUB

Information Desk, the Fountain Play Centre, the MSVUSU Pride Centre, and the Health and Dental Plan

- Collaborate with the managers of these services to ensure efficient and effective communication
- Create print and digital content for student life events, union information fairs, town halls, elections, and special events
- Produce graphic content for the MSVUSU website, print display, marketing pieces, plasma screens and social media
- Broadcast live social media content when needed
- Adhere to MSVUSU branding guidelines and policies

Other Duties

- Become trained on university posting policies
- Become trained on MSVUSU communication platforms, alternative media platforms and website
- Upon return to campus: Change out print material on the MSVUSU boards around campus weekly
- Ensure MSVUSU boards are kept up to date and all out-dated information is removed
- Special project work (Orientations, Elections, etc.)
- Meet regularly with the VP Communications

Key Responsibilities

- Meet with the VP Communications and MSVUSU Services Managers to understand the needs and operations of the MSVUSU
- Work with the Students' Union executive, management and services on graphic content needs and deadlines for the upcoming academic year
- Track social media data

Governance and Service

- There are no governance or service responsibilities with this position.

Required Qualifications:

Education

Be a student at MSVU enrolled in at least 0.5 credits, one audit course, or a thesis.

Experience

Experience with creating content on and manage social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn

Experience and skill with graphic design

Knowledge, Skill and Abilities

Working comprehension of at least one graphic design program (Photoshop, Illustrator, Canva, etc)

Behavioural Competencies

Good written and oral communication skills

Strong commitment to the principals of Equity, Diversity, Inclusion and Accessibility, and the values of the MSVUSU.

Preferred Qualifications:

Knowledge of international social media

Background in Public Relations/Marketing/Communications or courses taken in this focus preferred

Mental/Physical Effort and Working Conditions:

The Coordinator will use a computer extensively for tasks such as creating graphics, designing social media content, and tracking data. They will work closely with other members of the MSVUSU team, including managers, executives, and service providers, to ensure effective communication and collaboration. Social media moves quickly, so the Coordinator will need to be able to adapt to changing circumstances and work efficiently to meet deadlines. The Coordinator may need to work outside of regular business hours, such as evenings and weekends, to meet deadlines or respond to urgent situations.