

2024/2025 WORK STUDY PROGRAM

JOB POSTING

JOB TITLE: EDUC 1 - SOCIAL MEDIA & VIDEO EDITING ASSISTANT

DEPARTMENT NAME: FACULTY OF EDUCATION

CONTACT NAME: MICHELLE BUTTERFIELD

JOB DESCRIPTION:

The Social Media & Video Editing Assistant is responsible for creating Instagram, LinkedIn and YouTube posts for the Faculty of Education. Working primarily remotely with the Digital Media Officer (DMO) for 10 hours/week, you will create social media posts about the UVic Education student experience, program offerings, events and opportunities for students.

Week 1:

This position will begin with training and onboarding (2 days of training, 4 hr/day). Training will include briefing on the Faculty of Education social media strategy and social media best practices. You'll be granted access to the faculty social accounts and can get familiar with them. You'll be introduced to our team and anyone you may be working alongside.

Week 2 onward:

At the beginning of each month, you will meet with the DMO to craft and review a social media content plan for the month ahead (around 2 hours, remote). From there, you will work primarily remotely to gather content, edit the content, create draft posts, seek approval, and then publish the content on the faculty channels. You will also assist with editing video footage from interviews or lectures into YouTube and Instagram-appropriate videos with intro/outro bumpers and UVic branding. The DMO will approve all content before it is published and will be available to support you as needed during content development. All logo files and brand guidelines will be supplied.

Please note: If the successful candidate is a Faculty of Education student, you will have the opportunity to act as a social media ambassador and share your own student perspective by creating original student-perspective content. If the successful candidate is **not** in the Faculty of Education, you will post anonymously on behalf of the faculty and will be provided with sufficient direction and supporting materials to create social media posts for our faculty channels.

QUALIFICATIONS:

- Experience creating and posting social media content on behalf of an organization or business.
- Exceptional writing skills, especially conversational and accessible writing for the web
- Ability to distill long-form information to its core relevant components (5W's)
- Ability to create original, platform-specific posts for Instagram and LinkedIn using basic information about a person, project or event.

APPLICANTS MUST BE ELIGIBLE TO PARTICIPATE IN THE WORK STUDY PROGRAM

For details go to: <http://www.uvic.ca/registrar/safa/work-study/index.php>

- Enthusiasm and confidence creating, editing and publishing Instagram posts (Reels and Stories)
- Strong photography skills and willingness to improve (iPhone is ok!)
- Experience with video editing software (iMovie or Adobe Premiere Pro)
- Ability to edit 20-30-minute interview footage (provided) into short highlight reels for Instagram. Use iMovie or Premiere Pro to edit, then publish using Instagram or YouTube.
- Outgoing, friendly personality and confidence to approach other students to gather content
- Effective and confident with remote communication via email and messenger (either Microsoft Teams or WhatsApp) during work hours (M-F 9-5).

JOB LOCATION & TOOLS:

This position is primarily remote and hours are flexible aside from scheduled meetings. **However, you will be required to be on campus for photography and content creation throughout the month.** Meetings will happen primarily over Zoom or Teams. UVic will provide you with a laptop computer for remote work **and** access to computer labs on campus if you prefer to edit videos on a larger desktop computer. Computers will have all required editing and communications software installed. UVic can provide a smart phone for posting on Instagram if you do not have one.

WORK STUDY WAGE:

\$18.50/hour (including 4% vacation pay)

DEPARTMENT TOP UP:

\$3.00/hour (plus 4% vacation pay)

HOURS AVAILABLE:

29

HOW TO APPLY:

Email your resume and a brief cover letter outlining why you'd be a great fit for this social media and video editing work-study position to Michelle Butterfield, UVic Faculty of Education Digital Media Officer: edcom@uvic.ca.