

2024/2025 WORK STUDY PROGRAM

JOB POSTING

JOB TITLE: HEIS 1 - Marketing and Social Media Assistant

DEPARTMENT NAME: School of Health Information Science

CONTACT NAME: Jenna Dobson

JOB DESCRIPTION:

The Marketing and Recruitment Assistant in the School of Health Information Science assists with marketing, advertising, promotions and recruitment within the school. This includes promoting the School's programs, events and research through the school's social media accounts, digital and print advertising, and in-person and online recruitment events.

This is a key role for the school as effective and coordinated marketing strategies, particularly via social media channels, are critical for student recruitment, promotion of current and emerging programs and research in our school, and developing and maintaining relationships with students, alumni, research partners, co-op employers, etc.

QUALIFICATIONS:

- creating and scheduling social media posts in line with a social media strategy and content strategy
- marketing material development
- proven track record of sound decision making in a demanding and fast-paced environment
- sound knowledge and strategic use of social media platforms, their respective participants (Facebook, Twitter, YouTube, Instagram, etc.) and how each platform can be optimally deployed in different scenarios
- proficient with photo editing tools and software
- proficient with social media

JOB LOCATION ON-CAMPUS: Human and Social Development Building, A202

WORK STUDY WAGE: \$18.50/hour (including 4% vacation pay)

DEPARTMENT TOP UP: \$ 1.50/hour (plus 4% vacation pay)

HOURS AVAILABLE: 250 hours

HOW TO APPLY: Please send your cover letter and resume to his@uvic.ca

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>