

# Student Job Opportunity in Housing & Residence Life

Housing & Residence Life is a department that falls under the Student Affairs umbrella and is integral as a compliment to academics at Ryerson University. Housing & Residence Life manages over 300,000 square feet on-campus. It is the department that manages all 3 residences, specifically Pitman Hall, ILLC, and O'Keefe House and is the central administration that drives the 3 main functions of Student Housing: Admissions, Residence Life and Facilities. Housing & Residence Life is truly a dynamic work environment and will provide an invaluable experience to whomever is granted the positions. Ryerson University is strongly committed to fostering diversity within our community. We welcome those who would contribute to the further diversification of our staff, our faculty, and its scholarship including, but not limited to, women, visible minorities, Aboriginal people, persons with disabilities, and persons of any sexual orientation or gender identity. All qualified candidates are encouraged to apply but applications from Canadians and permanent residents will be given priority.

<b>POSITION:</b>	Residence Marketing Design Assistant (MDA)
<b>DEPARTMENT:</b>	Housing & Residence Life
<b>CONTRACT TERM:</b>	Summer - May 1, 2017 to September 1, 2017; School Year - September 5, 2017 to May 4, 2018
<b>REPORTING TO:</b>	Residence Assignments & Marketing Coordinator (RAMC)
<b>HOURS:</b>	Summer - 20-35 hours weekly; School Year - 10-15 Hours Weekly

## RESPONSIBILITIES

The MDA will work with the RAMC to create and maintain residence print & online marketing materials including but not limited to residence application brochures, hiring brochures, etc. The MDA is responsible for taking, enhancing and maintaining a photographic record of residence events occurring throughout the academic year. The photos will be used for various purposes including residence marketing & promotions, archival records, etc. The MDA works with multiple groups within residence according to their event schedule. The MDA oversees the content creation and engagement across all of Ryerson Housing & Residence Life's social media channels (Twitter, Instagram, Facebook, etc.) and actively seek out opportunities to grow the online community.

## DUTIES

- Work with RAMC & Residence Life Team to plan, coordinate and design residence marketing materials for print, website, and a vibrant digital community in residence
- Use software (Photoshop, Illustrator, InDesign) to create designs for marketing materials
- Maintain and monitor residence social networks (e.g. Facebook, Twitter, Instagram, etc.)
- Be relatively aware of upcoming events, campaigns & important dates at Ryerson, in residence, and in Toronto
- Seek out Ryerson and residence related content and proactively engage with students in the digital world
- Assist the rest of the Housing & Residence Life team in getting the word out about their work
- Foster engagement and collaboration across all residence social media channels
- Foster engagement and collaboration across all Ryerson and Student Affairs social media channels
- Keep detailed metrics and submit monthly statistics reports to supervisor
- Help run online contests
- Plan, coordinate and execute the process of taking photos of each floor in Residence
- Take pictures of a variety of events & activities involving Ryerson residence community members each week
- Photograph students & groups to raise the profile of the people and areas for the Ryerson residence community
- Work with RAMC & Residence Life Team to discuss the sort of images that are required and how they will be used
- Develop and maintain photo sharing website accounts such as on Facebook and Google Drive
- Have access to photographic & video equipment, such as digital cameras, lenses, lighting and IT software
- Use software to enhance images, change emphasis, crop pictures, move objects, etc;
- Coordinate his/her time and effort to support the planning and work of the Housing & Residence Life & Residence Life Team
- Attend weekly one-on-one meetings with the RAMC
- Participate in marketing activities, which may include, but will not be limited to, residence tours to prospective and/or confirmed students (and parents) and monitoring and responding to online communications.
- Weekend & after regular business hours work will be required regularly to cover events digitally and collect a photographic library. Must be available for Move-in Day on Sunday August 27 and through Orientation Week (August 27 – September 4)

## QUALIFICATIONS

- Ability to work independently with limited supervision
- Must be a full-time Ryerson student in the 16/17 academic year
- Hold a minimum 2.33 GPA
- Be work-study approved
- Social Media is 24/7. Be available at a wide variety of times, including some weekends and evenings
- Understand your respective medium and post medium-specific content
- Possess strong organizational, time-management and multi-tasking skills
- Be able to communicate effectively in writing and verbally
- Be able to work independently, but thrive in a team environment
- Be creative and have the ability to troubleshoot issues in a fast-paced setting
- Be a self-starter that is full of creative ideas and is not afraid to take initiative
- Must understand the Ryerson experience and be engaged in life on campus
- Create and foster a sense of enthusiasm and pride in student and campus life
- Have training & experience in design that will allow the candidate to fulfill the duties of the position
- Have training & experience in the photographic arts that will allow the candidate to fulfill the duties of the position
- Demonstrate how their photographic work would contribute to the develop of a vibrant campus community
- Must have extensive knowledge of social media platforms
- Must be an active Twitter and Facebook user
- Have experience in relevant software such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat etc
- Experience in using some tertiary networks is ideal (e.g. Instagram, Snapchat, Tumblr, Pinterest, Vine, etc.)

<b>RENUMERATIONS:</b>	\$13.00/ hour, 20-35 hours per week (summer); 10-15 hours per week (school year)
<b>CONTACT FOR INQUIRIES:</b>	Jenny Owens, Residence Assignments & Marketing Coordinator, j1owens@ryerson.ca
<b>DEADLINE TO APPLY:</b>	Wednesday, March 1, 2017

Please send your resume and cover letter to [housing@ryerson.ca](mailto:housing@ryerson.ca) by Wednesday March 1, 2017.

