

TRSM Business Career Hub Social Media Facilitator

Position Description:

The Business Career Hub (BCH) located at the Ted Rogers School of Management (TRSM) provides customized approaches to supporting TRSM students along their path to meaningful careers. All career development opportunities are tailored to each student's individual needs and program specialization.

The Social Media Bootcamp is to introduce in-depth tips and strategies for six major social media platforms as well as brand guidelines and planning for growth. The role of the Social Media Facilitator will be to develop and lead students in classroom-based bootcamps to allow TRSM students to meet the competency requirements in the job market today. The facilitator's role will also include working closely with BCH staff to coordinate logistics of each bootcamp.

Responsibilities:

- Develop and deliver approved material for students on use and functionality of different social media platforms in personal branding and in the workplace
- Support the research and development of Social Media content
- Create supporting materials such as workbooks and presentations
- Work closely with the BCH staff coordinator to finalize logistics of each bootcamp
- Handle all attendee-related administrative matters prior to, during, and immediately after bootcamp completion
- Plan and execute the Social Media bootcamp
- Other tasks as required

Skills Required:

- Excellent communication skills, both written and verbal

- Ability to manage multiple requests and projects while maintaining close attention to detail and accuracy
- Strong self-discipline and ability to complete tasks independently
- Capable of troubleshooting and resolving issues quickly
- Ability to prioritize, coordinate and complete tasks, sometimes on short notice, to meet deadlines
- Adaptability to changing environments
- Self-starter and able to work in a team-oriented, collaborative environment

Technical Knowledge Required:

- Advanced knowledge in Microsoft PowerPoint's formatting tools
- Ability in using principles (lines, forms, space, shapes, colours) to create appealing and credible slides
- Knowledge in engagement, algorithms, conversations, and rich media