

York University

Position Description – YUSA-2

Position Title:	Communications Assistant	Employment Category:	Part-Time (up to 24hrs)
Department:	Office of the Dean of Libraries	Job Code:	956213
Classification:	Administrative	Band:	5

Job Purpose:

Reporting to the Communications Manager, the Communications Assistant will be responsible for general communications support including content creation for a variety of digital platforms. The role will contribute to strengthening brand awareness, engagement, and reputation of York University Libraries. The role also provides graphic design and video editing support for websites, social media projects, print publications and physical advertising materials, and events, ensuring content is engaging, accurate and adheres to and supports York's central brand.

Major Areas of Responsibility:

Communications Support (50%)

- Drafts content, for manager review, that is engaging and compelling cross-platform content for internal and external audiences. Rewrites and tailors existing content for various channels including social, blog, email, print, and web, with an emphasis on student-centric communication.
- Generates posts and utilizes digital and social media to help build brand awareness and stakeholder engagement.
- Assists in the design and development of the Libraries web pages. This includes uploading files and graphics, and designing on-line brochures, registration forms, and templates. Coordinates with department staff as needed for the purpose of content development and data updates.
- Engages appropriate search engine optimization.
- Maintains documentation and tracking tools (such as spreadsheet and calendars) for all communications projects.

Digital Content Creation (45%)

- Under the direction of the manager, creates and publishes engaging, informative, and persuasive content to promote York University Libraries programs and services, people and community.
- Researches industry best practices and makes suggestions to improve digital content, user experience, and enhance general marketing objectives.
- Creates images, videos, and physical promotional content for York University Libraries website, social media, and events, that is visually appealing, consistent with other Faculty and University promotional materials, and adheres to University brand standards.
- Coordinates with staff to draft content including graphics, posters and other visuals that align with approved brand standards.
- Sources images, video, and audio content to enhance the York University Libraries web presence and support marketing activities.
- Assists in developing digital content by interviewing and gathering information from students, faculty, staff, and researchers.

Perform other related duties as required. Not to exceed 5%

Job Qualification and Related Skill Requirements:

Education:

College degree with a focus on Marketing, Communications, Digital Media, Design, Arts and Media Management, Writing or Journalism, or equivalent experience in a related field.

Experience:

2 years demonstrated experience in communications and marketing support. Working understanding of social media as well as web publishing and marketing platforms including WordPress, Mailchimp, and Sprout Social is considered an asset.

Skills:

- Effective interpersonal and communication skills.
- Ability to write effective promotional and informational copy for internal and external audiences.
- Effective administrative skills including solid working experience using relevant technology such as Microsoft Word, Excel, PowerPoint, Outlook, Publisher, etc.
- Proficiency with design and editing software including Photoshop, Illustrator, InDesign, and Final Cut.
- Ability to manage multiple priorities enhanced by effective problem solving instincts and capabilities.
- Effective organizational and time management abilities.
- Effective written communication skills.
- Ability to exercise levels of independence, judgement, and initiative.