



Position Available: Social Media Assistant Coordinator

Are you a person who lives to make a difference in the lives of others? As Canada's only incorporated student volunteer centre, Student Volunteer Connections (SVC) works to ignite, educate, & foster University of Guelph students through the world of volunteerism. Student Volunteer Connections strives to promote positive social action for the purpose of building skills, passions, and most of all, community. In order to effectively assist students, SVC implements a variety of in-person and online programming that promotes volunteerism and social action on-campus, in the Guelph-Wellington community, and beyond.

Term: September 2012 to April 2013

Hours: 2-10 hours per week (flexible)

Report to: SVC Director

Transition and Training

- Required to receive 3 hours of job specific training
- Required to write a transition manual for the next SVC Social Media Assistant Coordinator
- Required to participate in transition and training offered to the staff and volunteer team throughout the fall and winter semesters

Roles and Responsibilities

The year-round duties of this position include, but are not limited to assisting in the following:

Social Media Use

- Promote SVC by updating and maintaining online tools including social networks (Twitter and Facebook) and the SVC website
- Oversee Student Volunteer Connections' online Social Network presence
- Liaise with the other staff members and consult on their social media needs
- General SVC promotion through social media
- Evaluate social media use through google analytics in collaboration with Webmaster

Social Media Strategy

- Research additional social media platforms that can be used by SVC
- Work with Webmaster and Director to use the evaluation of our social media use/ social media resources to devise a SVC social media strategy
- Within strategy decide which social media options are best for SVC, how much content/ what content should be released
- Work with Marketing Assistant and Director to fit Social Media strategy in with Marketing



Strategy

Qualifications

*These qualifications would be an asset, however this volunteer opportunity can also allow you to build on your existing skills and learn new ones.

Ability to:

- Work independently and in a team environment
- Use online tools, including social networking, with comfort and familiarity
- Be creative and think outside the box
- Take initiative and have passion for marketing

Knowledge of:

- Resources that encourage and foster student volunteerism
- The University of Guelph and Greater Guelph-Wellington Community stakeholders

Strong Skills in:

- Oral and written communication
- Organization
- Leadership and management
- Networking
- Interpersonal communication

Experience in:

- Volunteerism
- Use of social media

...and most important, you must love to laugh and have fun in what you do!

If you think you would be an ideal candidate for the position, please email your cover letter and resume to Shawna Smith (Director) at svc@uoguelph.ca by September 20th at 4:30pm. Student Volunteer Connections is an equal opportunity employer committed to diversity and welcomes all interested parties to apply.

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