



SCHOOL OF
COMPUTER SCIENCE

Social Media Communications Intern Job Description

POSITION IDENTIFICATION

Department: School of Computer Science

College: College of Engineering and Physical Sciences

Department Head: Pascal Matsakis, Interim Director

Position Title: Social Media Communications Intern

Immediate Supervisor: Lauren Zweep, Recruitment and Outreach Officer

Term: January 4, 2018 to April 27, 2018

KEY ACTIVITIES

Reporting to the School of Computer Science Recruitment and Outreach Officer, the Social Media Communications Intern will research, coordinate and launch digital communications strategies for prospective undergraduate and graduate students, applicants, parents and families. The Social Media Communications Intern will develop and maintain social and digital strategies to transform the connectivity between the School of Computer Science and our many stakeholders. They will assist with providing content for our social media and web platforms in order to increase the number of students applying to the undergraduate and graduate CS programs and increasing the profile of the School of Computer Science in the College of Engineering and Physical Science, the University and the community at large. The Social Media Communications Intern has thorough technical knowledge and skills for all social media communications, including knowledge of various social platforms, web-based software and social media management tools, specifically LinkedIn, Instagram, Twitter, Facebook and Drupal. This position is intended for current undergraduate students who have demonstrated proficiency in writing and social media engagement and communications and is looking to explore a career in marketing and/or communications.

The Social Media Communications Intern is expected to:

- Attend key recruitment and outreach events that could serve to publicize the School of Computer Science, including prospective student open houses (Fall Preview Day, Graduate Preview Day, Science and Engineering Sunday and Campus Day), Guelph Tech Showcase, Roboticon, Go CODE Girl and School hackathons.

- Expand and maintain a public online presence for the School of Computer Science throughout the year.
- Pitch stories and write about current students, faculty members and our undergraduate and graduate programs.
- Post events on the department website (Drupal), initiate social media campaigns/plans, consistently update content and engage with users on our social media platforms.

COMPENSATION

- \$15.00/hour plus 4% vacation pay
- 10 hours per week

APPLICATION INSTRUCTIONS

If you wish to apply to this position, you may submit an application (cover letter and resume) to liaison@socs.uoguelph.ca. The School of Computer Science thanks all applicants for their interest however, only those candidates considered for an interview will be contacted.