Digital Communications Lead (Work-Study)

Job Description:

The Digital Communications Lead is responsible for a variety of initiatives that support the goals and mandate of the Digital Communications area (Student Experience). This position will be remote for the duration of the fall/winter term, individual must have their own computer and access to internet.

Students may start whenever they are available.

Training is provided.

Key Responsibilities:

- Assists with creation of social content in keeping with Western’s branding and image for Student Experience for a wide range of communications for the portfolio. Knowledge of the SE Social Media communications plan.
- Working on and implementing Social Media promotions to promote the Digital Experience site, as well as other student experience digital initiatives, including the wellness & well-being portfolio
- Coordination of communication building in digital spaces
- Creation of news articles or blog posts for the website
- Planning, updates and strategy for digital engagement website
- Edits, proofs and provides support for the development of various communications projects including videos, social media plans, and graphic design projects.
- Design, video and photography project support
- Other Communications duties as assigned

EDUCATION, EXPERIENCE, SKILLS, KNOWLEDGE & ABILITY:

- Enrolment in a program at Western University
- Ability and interest in learning new skills
- Interest in marketing, communications, social media is an asset
- Knowledge of social media (Facebook, Twitter, Instagram, TikTok, YouTube) and adobe programs (Photoshop, InDesign etc.) an asset, but not required