Communications Assistant Peer Helper
Position Description

Position Title: Communications Assistant Peer Helper
Department: Arts Co-op Program
Term: Fall 2020/Winter 2021
Number of Positions: 3
Hours: 3-5 hours/week
Length of Position: September 2020 – April 2021

This is a competitive student leadership volunteer opportunity open to all University of Calgary students.

POSITION DESCRIPTION
As a Communications Assistant you will assist with all social media, newsletters and additional messages to students in the Arts Co-op Program and to students in the Arts Faculty to provide up to date information on job postings, events, deadlines and career information. You may be responsible of creating content, researching communication and media strategies, and attending events to assist with logistics. Successful candidates will be strong communicators, flexible and positive.

TASKS AND RESPONSIBILITIES:
- Create the bi-weekly newsletter which informs students of upcoming deadlines, events, and lists internal and external job postings
- Ensure newsletter is delivered on time through the Marketo platform
- Manage social media accounts to raise awareness of the Arts Co-op program events, job postings and student success stories and to increase followers on Facebook, Instagram and Twitter
- Interview and photograph Co-op students for web and social media stories to highlight Co-op
- Occasionally assist with event logistics, creating signs, registrations lists, name tags, and volunteer at events
- Other duties as assigned.

BENEFITS:
- **Communication:** Improve online and social media writing to target and engaged different audiences - students, employers, faculty and staff
- **Responsibility:** Set goals and priorities to meet deadlines and be accountable for assigned tasks
- **Teamwork:** Recognize and support team members’ strengths and challenges, share information and plan purposefully to complete responsibilities
- **Social media:** Learn variety of online platforms, create communication strategies and schedules, learn consistency in managing Facebook, Instagram, and Twitter
- Credit on the Co-Curricular Record
• Become part of the Peer Helper community throughout offices across campus
• Valuable leadership training opportunities provided to all UCalgary Peer Helpers
• StrengthsQuest Assessment code to identify your “Top 5 Themes of Talent”

COMMITMENT:
The time commitment of this position is on average 3-5 hours per week. Scheduled work shifts to be established at the beginning of each term to avoid conflict with class commitments. Peers will have scheduled time in the office for training and will have the flexibility to complete some assignments from home, this will be discussed once your role is confirmed.

QUALIFICATIONS:
• Strong social media skills and knowledge (Facebook, Twitter, Instagram)
• Strong writing and editing skills
• Organized, flexible, and able to work independently
• Enthusiastic and willing to take responsibility of tasks available
• Familiar with CareerLink, Marketo, or comfortable with learning different systems
• Must be a Faculty of Arts student in good academic standing
• Students entering 2nd year or higher preferred
• Proficiency in Microsoft Word, Excel and PowerPoint (or Pages and Keynote);
• As the Peer Helper Program is meant to enhance the student experience and supplement academic learning, all Peer Helpers must demonstrate their ability to balance their academics with their extracurricular commitments, and must be in good academic standing
• All Peer Helpers must be in good standing with the Office of Student Conduct

EMPLOYABILITY SKILLS:
As a result of volunteering in this role, students can expect to develop their employability skills in the following focus areas, as outlined by the Conference Board of Canada’s Employability Skills:
• Teamwork Skills: Develop skills in understanding group dynamics, engaging in dialogue with others who approach learning, work and world issues differently, and event/project management; and
• Personal Management Skills: Learn how your strengths help you succeed, and how to be adaptable in different settings. As a University of Calgary Peer Helper, you will have the opportunity to work within a collaborative team environment, expand your network of students, faculty, and staff and have access to specific career development opportunities provided through the Peer Helper Program.

PEER HELPER PROFESSIONAL DEVELOPMENT PROGRAM:
The Peer Helper Program engages 300 students every year through 17 different on-campus offices. A key part of being a Peer Helper is having the opportunity to develop your employability skills and experiences, and then translate those experiences into strong interview stories. Launched in 2019-2020, the Peer Helper Professional Development (PHPD) Program helps Peer Helpers meet these goals. In 2020-2021, all Peer Helpers program wide will be required to attend two PHPD workshops (in-person or online) and the 2021 UCalgary Student Leadership Conference in February 2021.

APPLICATION PROCESS
To apply, please submit an online Peer Helper application form available on the Peer Helper Program’s website by 4:30pm on May 31, 2020. If you have any questions, please direct them to php@ucalgary.ca. If you would like to know more about this role please email Mandy Foley, afoley@ucalgary.ca.