

Social Media Ambassador (Student Position – Tier 6 Casual)

The Students' Union of UBC Okanagan is a not-for-profit organization that advocates for UBCO students and supports initiatives to improve their post-secondary experience with the goal of making education affordable.

Position Overview

The Social Media Assistant supports the SUO's marketing and engagement strategy through digital platforms. The role focuses on creating, scheduling, and monitoring social media content that connects with UBCO students, promotes events and services, and enhances the SUO's digital presence.

Reports to: General Manager
Hours: Up to **25 hours per week**
Department: Students' Union of UBC Okanagan (SUO)
Employment Type: Student Position (Tier 6 Casual, Part-Time)

Key Responsibilities

Social Media & Engagement

- Assist in planning and creating content for SUO's social media channels (e.g., Instagram, Facebook, and TikTok).
- Schedule and publish posts using provided tools and templates.
- Help execute social media campaigns and contests to increase visibility and student engagement.
- Respond to social media comments and direct messages in a professional, student-friendly tone.
- Attend SUO events to help capture content (photos/videos) for live or future use.
- Collaborate with SUO businesses and services to promote and increase awareness of the resources and support available to students.
- Monitor analytics and help track post and campaign performance.
- Contribute to the development of a content calendar to support consistent communication.

Marketing Support

- Assist in the creation of visual marketing materials using tools like Adobe Creative Cloud Suite, and Canva.
 - Help coordinate the distribution of digital and printed promotional content across campus and online.
 - Provide ideas for new, creative ways to promote events and student services.
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Qualifications

- Enrolled UBCO student, in good academic standing.
- Familiarity with major social media platforms and trends.
- Design skills using tools like Adobe Creative Cloud Suite, and Canva, or have the willingness to learn.
- Friendly communicator with an understanding of student perspectives.
- Organized, reliable, and able to follow timelines.
- Interest in digital marketing, communications, or student engagement.
- A strong background in graphic design is considered an asset.