

Job Title

McMaster Engineering Co-op Social Media Ambassador: **Application Deadline – June 14th at 12 pm**

About Engineering Co-op & Career Services (ECCS)

Engineering Co-op & Career Services (ECCS) provides career-related education and co-op support to over 7,000 Bachelor of Technology, Computer Science, Engineering and iBioMed students. ECCS regularly organizes and hosts on and off-campus events to connect students with potential employers and has developed an active online presence to market Faculty of Engineering students to employers. Of our co-op employers, 86% had engaged with ECCS during the academic year!

About the Role

Engineering Co-op & Career Services (ECCS) is seeking an eager student leader to assume the role of Co-op Social Media Ambassador for the 2022-2023 school year. This **part-time volunteer position** will allow the student to contribute to ECCS marketing and social media activities while guiding other ambassadors in communication strategies. The student will have the opportunity to strengthen their design, communication, and leadership abilities.

Responsibilities of the role will include, but are not limited to:

- Remote or Hybrid duties – A combination of remote and in-person activities will be available
- Design creative, branded graphics and posters for social media posts using graphic design software
- Create engaging social media content
 - Including LinkedIn posts, Instagram takeovers, Career Tips, Co-op Stories, and upcoming ECCS and employer events
- Develop a content plan with timelines for social media activity in collaboration with the Ambassador Program Lead(s) and Lead Co-op Ambassadors
- Monitor and communicate important ECCS news and upcoming events to the Ambassador Team to encourage widespread distribution
- Provide support to the Ambassador Team through organizing and managing social media activities
- Collaborate with the Co-op Ambassador Committees to enable ambassadors to produce content
 - Including LinkedIn and Fireball Diary articles, host Reddit AMA's and Instagram Takeovers/Lives, etc.
- Liaise with the Faculty of Engineering's Marketing & Communications team to create and implement social media campaigns
- Ensure all content matches McMaster Faculty of Engineering branding and guidelines

Mandatory Event Dates

1. Introductory Training and Social Evening – 1st Week, Fall Semester – Date TBC
2. Asynchronous Training – Social Media/LinkedIn Training – Fall Semester

Why Should I Apply?

This is a **part-time volunteer position** that will require approximately 30-40 hours time per term and does not qualify as a co-op position. Due to the nature of the role, some weeks will be busier than others. Students will be compensated for their time in the following ways:

- A stipend for the McMaster University Campus Store
- Applying your design and branding skills in a professional work environment
- Stronger co-op employability by building transferable skills over an 8-12 month period
- Stronger relationship with ECCS staff who have connections to over 2000 employers worldwide
- End of year celebration

- Certificate of completion and appreciation for participating in the program
- Upon request, a written letter of recommendation from the Ambassador Program Lead(s)

Who Can Apply?

We are seeking at 1 Co-op Social Media Ambassador from any of our undergraduate or graduate programs in Engineering, BTech, iBioMed, and Computer Science.

Position Eligibility

Successful applicants will assume the role of Co-op Social Media Ambassador from July 2022 to April 2023 with reduced duties during the spring/summer term. Applicants may be on a co-op work term during the 2022-2023 school year however they must inform the Ambassador Program Lead(s) as it may affect their ambassador duties. In order to apply, the applicant must:

- Be currently enrolled in the McMaster Faculty of Engineering and be in good academic standing
- Complete at least 1 registered co-op term by September 2022
- Ideally, have experience with developing communication strategies
- Have experience with key social media platforms (LinkedIn, Instagram, Facebook, Reddit, etc.)
- Experience with graphic design and software such as Adobe Illustrator, Photoshop, Canva, Piktochart, etc.
- Be eager to build strong relationships with students and ECCS staff
- Possess excellent leadership skills and strong verbal/written communication skills
- Possess qualities of professionalism and empathy

Questions

Please contact the Ambassador Program Lead(s) (Sam Stewart – stewas32@mcmaster.ca, Elysia Somogyvari – somogyve@mcmaster.ca) with any inquiries.