

COMMUNICATIONS ASSISTANT

INTERNATIONAL CENTRE

Wage: \$15.00/hr (+ vacation pay-4% + Emp/Benefits-6%)

Hours: 10 hours/week x 25 weeks

Dates: November 2021 – April 2022

DESCRIPTION OF RESPONSIBILITIES

The Communications Assistant will assist the Program and Project Coordinator and the International Student Advisor (Mandarin speaking) with communications activities of the International Centre.

This position is a unique opportunity for Dalhousie international students both undergraduate or graduate to gain practical experience in promotion and social media engagement as well as developing communication skills while supporting other international students from a variety of countries.

Responsibilities of the position include but are not limited to the following:

SOCIAL MEDIA SUPPORT

- Support the Projects and Program Coordinator and the International Student Advisor (Mandarin speaking) with the development and execution of social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, schedule, publish and share content that promotes International Centre services and programs, as well as content from partners across campus
- Assists the Program and Projects Coordinator and the International Student Advisor (Mandarin speaking) with online community support and service, answers questions, identifies and anticipates needs, manages and monitors online feedback forums, and social media such as Facebook, Instagram, YouTube, Twitter, and WeChat

NEWSLETTER

- Generate new content for the Department monthly newsletter
- Reviews submissions from other units as recommended by the Program and Project Coordinator and the International Student Advisor (Mandarin speaking)
- Review and analyze data collected from the monthly newsletter and track open and click-through metrics

WEBSITE

- Review website for incorrect information, broken links, ensure language is clear for students and send finding to the Projects and Program Coordinator for updates
- Build connection with Student groups and societies to market the Centre services, programs and events

GENERAL INTERNATIONAL CENTRE SUPPORT

- Assist individuals who contact the International Centre (walk-ins, telephone, email)
- Provide information about International Centre services
- Assist in the organization and maintenance of a presentable office
- Assist with booking student appointments and drop-ins for International Centre advisors
- Attend International Centre meetings as directed
- Participate in after-hours activities as required
- With training, provide professional front desk reception support from time to time

SKILLS/QUALIFICATIONS:

- Must be enrolled as a full-time Dalhousie student for the 2021-2022 academic year
- Knowledge of the International Centre, campus departments, resources, Student Affairs and student societies
- Experience interacting with the public
- Excellent communication and presentation
- Ability to speak a second language preferred
- Excellent time management skills and ability to take initiative
- Excellent planning, research and organizational skills; attention to detail is essential
- Ability to meet tight deadlines in fast-paced office environment
- Excellent oral and written English communication skills
- Diplomacy, tact and cultural sensitivity
- Strong team working skills and ability to work independently
- Computer skills including Email, Excel, MS Word, PowerPoint, Adobe Sparks, social media applications, and willingness to learn new programs
- Recommended minimum cumulative GPA of 2.7 or above
- Must be available for occasional evening and weekend shifts

TO APPLY:

This position is open to international students who are at Dalhousie on a study permit.

Deadline to apply is **October 25, 2021**.

Send a Letter of Application and a CV to: international.centre@dal.ca

Please use subject line: "COMMUNICATIONS ASSISTANT"