



## JOB DESCRIPTION

Job Title:	Digital and Social Media Assistant
Term:	Student Summer Experience Program (SEP)
Reports To:	Comms and Marketing
Direct Reports:	N/A
Current version:	May 2022

### Job Summary:

Ontario Artistic Swimming (OAS) is hiring a student candidate under the 2022 Summer Experience Program (SEP), funded by the Ministry of Heritage, Sport, Tourism and Culture Industries and OAS. This position is intended to support students whose interests and career goals relate to the job for which they are applying, have related experience, or are enrolled in digital marketing, communications, or sports management post-secondary programs.

The social media assistant will be responsible for updating and creating content on our OAS Social Media platforms and provide support for media/website and analytics. They will also assist in day-to-day media monitoring and interactions with clubs and external contacts via social media channels including Facebook, Instagram and Twitter.

### Job Responsibilities include:

- Oversee OAS' social media presence and communities on current and emerging platforms to build audiences and create engagement
- Create and publish OAS and artistic swimming related content on social media platforms and/or website as directed
- Provide input to the OAS calendar for posting content
- Source and develop visual content to populate the calendar
- Monitor activity daily for news and developments in social media to repost as appropriate
- Manage communications with stakeholders and interested parties, building relationships with existing supporters and prospective donors online
- Measure and advise on social media analytics and search engine optimisation (SEO) of content
- Write and edit digital copy for OAS as required or directed
- Monthly analytic reporting as requested
- Other duties as assigned



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### Qualifications:

- Enrolled in or planning on programs in marketing/communications or sport management related post-secondary programs
- Exceptional spelling, grammar, and short-form writing skills
- Collaborative team player who is very organized and detail oriented
- Must be able to work effectively within a small team
- A proven interest in staying up to date with the most recent developments in social media, best practices, and measurement tools
- Knowledge and experience in social media techniques for corporate and advertising purposes
- Web and social media management and analytics tools (ie. Sprout Social, Google Analytics, Wordpress, etc.)
- Microsoft Office Suite (Word, Excel, PowerPoint, Publisher)

### Assets:

- Graphic design software (ie Photoshop, Illustrator, InDesign, Premiere, Final Cut, Canva etc.)
- Experience in web development (Wordpress, Divi Builder, Event Espresso, etc.)
- Background, passion for and/or experience in sport/artistic swimming
- Project management experience

### Eligibility Criteria:

- Currently enrolled in a secondary or post-secondary institution, or within six months of graduation
- Candidates must be between the ages of 15 and 25, and must be legally entitled to work in Ontario. International students are not eligible.

## APPLICATION PROCESS

Qualified applicants should send a resume and cover letter outlining their experience and why they are suited for this position to:

Email: [jobs@ontarioartisticswimming.ca](mailto:jobs@ontarioartisticswimming.ca) (Please reference position title in email)

**Applications will be received until Wednesday, May 25 , 2022, or until the position is filled.**

*Only those selected for an interview will be contacted.*

**Thank you for your interest in Ontario Artistic Swimming**