



Position Title: ***Social Media/Communications Ambassador (McIntosh Gallery)***

Position Summary:

Social Media/Communications Ambassador(s) are part of the McIntosh Gallery team.

As a *Communications Ambassador*, your role will be to facilitate the creation of content for digital spaces in order for students to learn, discover, and connect online. You will work as an ambassador for digital connections, drafting, proofing, and creating content for McIntosh Gallery's social media channels - building connections across the university community. We are ideally looking for students who are comfortable shooting and being on camera for social media videos.

McIntosh Gallery is Ontario's oldest university art gallery. Our mission is to embrace the power of art to transcend barriers and create pathways.

Professional and student staff work across customer service, education, outreach, and communications within the gallery and at gallery events throughout campus, collaborating with other departments to maximize the potential of each student.

What will you gain from this role?

- Develop and enhance skills for interpersonal communication, help peers, obtain networking and leadership experience.
- Gain exposure to and awareness of the gallery sector, and object-based learning. See how art and visual culture can be used to enhance education and create connections.
- Introduction to the behind-the-scenes work of a professional art gallery.
- Enhance your personal digital communication skills and writing abilities.
- Attain personal satisfaction and growth from being able to express yourself creatively.
- Receive feedback via a midterm and year-end performance review.
- Obtain recognition through Western's Co-curricular Record.

Key Responsibilities:

- Work with the *Gallery Operations Officer* and outreach team to brainstorm and develop content for social media.
- Coordinate and draft social media posts for all platforms (Instagram, Facebook, TikTok).
- Create images and graphics for social media using graphic design platforms (ex: Canva).
- Assist with video planning, shooting, and editing for social media (Instagram, TikTok, YouTube).
- Attend initial training meetings and ongoing professional development meetings.



- Work as an ambassador for digital connections.
- Contribute creatively to communication building in digital spaces.
- Potential to participate in videography and photography projects at events in the gallery and around campus.
- Complete reflections periodically throughout the year. One reflection task may include goal setting.
- Promote and maintain a welcoming atmosphere to other Peer Leaders, and work collaboratively where required.
- Discuss with supervisor any questions, difficulties, or problems.

Position Requirements:

- Students with a strong interest in leadership, communication, writing, and social media.
- Strong communication (attending, listening, speaking) skills.
- Ability to meet deadlines and stay organized.
- Problem-solving abilities.
- Strong interpersonal skills and ability to work well with peers.
- Ability to work independently and virtually.
- Experience with social media platforms (Instagram, TikTok, Facebook, YouTube) would be considered an asset.

POSITION SPECIFICS:

POSITION LENGTH:

- Fall/Winter terms
- Training in August/September

TIME COMMITMENT:

- 4 hours per week (working in digital spaces).

POSITION TRAINING:

- Approximately 1 hour of social media training.

****No commitments during exam periods.**

WESTERN PEER LEADER (WPL) TRAINING:

- Complete Human Resources Training:
 - WHMIS
 - Health & Safety
 - Safe Campus
 - AODA
- Complete WPL Fundamental Training:



- Boundaries E-Learning Module
- Equity & Inclusion e-Learning Module
- Gender-Based Violence Policy e-Learning Module
- Indigenous Initiatives Content & Reflection
- Complete Confidentiality Agreement and Student Contract
- Complete Student Feedback Form and/or Student Self-Reflection (one per term)

** Trainings subject to change

Reports to:

Heather Carey, Gallery Operations Officer- Administration and Engagement.

Application Method:

Login to [Western Connect](#), and navigate to the **Western Peer Leader posting boards** to find this job posting and instructions on how to apply (ex. Uploading/emailing required application documents or redirecting to the [Working at Western](#) website).

Western Values Diversity:

The University invites applications from all qualified individuals. Western is committed to employment equity and diversity in the workplace and welcomes applications from women, members of racialized groups/visible minorities, Indigenous persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression. Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations for interviews or other meetings, please contact our Administrative Officer at shona.casserly@uwo.ca or phone 519.661.1111 (89081).