

POSITION TITLE: *Social Media Ambassador (Student Experience)*

POSITION SUMMARY:

Social Media Ambassador(s) are part of the **Student Experience Digital Communications & Marketing Team**. They represent the student voice online and help bring Student Experience initiatives to life across social media platforms.

As a **Social Media Ambassador**, your role is to facilitate the creation of engaging, student-centered content for digital spaces so students can learn, discover, and connect online. You will work as an ambassador for digital connections by planning, drafting, and creating content for Student Experience's social media channels, while building connections across the university community. This role is best suited for students who are comfortable being on camera and participating in short-form video content for platforms such as Instagram and TikTok.

Student Experience (SE) is organized into three pillars: Leadership & Learning, Sport & Recreation, and Wellness & Well-being. Professional and student staff work across these areas collaborating with student organizations, academic and administrative leaders to maximize the potential of each student.

What will you gain from this role?

- Develop and enhance skills in interpersonal communication, peer engagement, networking, and leadership.
- Gain exposure to and awareness of issues facing the student population.
- Enhance your digital communication skills, including social media strategy, content creation, and on-camera presentation.
- Attain personal satisfaction and growth through creative expression and representing student perspectives.
- Receive feedback via a midterm and year-end performance review.
- Obtain recognition through Western's Co-curricular Record.

Key Responsibilities:

- Work with the Digital Communications & Marketing Specialist to brainstorm, plan, and develop content for social media.
- Coordinate and draft social media posts for all platforms (Instagram, TikTok).
- Create images and graphics for social media using graphic design platforms (e.g., Canva).
- Assist with video planning, filming and basic editing for social media content, including on-camera participation.
- Attend initial training meetings and ongoing team & professional development meetings.
- Work as an ambassador for digital connections and student engagement.
- Contribute creatively to communication building in digital spaces.
- Potential to participate in videography and photography projects 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, social media, and digital storytelling.
- Strong verbal and written communication skills.
- Comfort and confidence appearing on camera for short-form social media content.
- Good working knowledge of campus resources or a willingness to learn.
- 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) would be considered an asset.

POSITION SPECIFICS:

POSITION LENGTH:

- Fall/Winter terms
- Training in August

TIME COMMITMENT:

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

POSITION TRAINING:

- Approximately 1 hour of social media training.
- Approximately 1 hour per month of professional development with Student Experience.

****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

Western Student Experience

- Complete Confidentiality Agreement and Student Contract
- Complete Student Feedback Form and/or Student Self-Reflection (one per term)

** Trainings subject to change

REPORTS TO:

Marcy Thomas, Digital Communications & Marketing Specialist (Student Experience).

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).