

POSITION TITLE: *Digital Peer Leader (Student Experience)*

POSITION SUMMARY:

Digital Peer Leaders (Student Blog Writers) are part of the **Student Experience Digital Communications & Marketing Team**. They work as ambassadors for Western digital connections and communication by building and cultivating student-centered digital spaces. Digital Peer Leaders primarily contribute as writers and content creators for [Thrive Online](#)—Western's Digital Community. Additionally, Digital Peer Leaders may help review the [Student Experience website](#) and its pillar websites, as well as support Student Experience social media platforms.

As a **Digital Peer Leader**, your role is to facilitate the creation of written and visual content for digital spaces so students can learn, discover, and connect online. You will work as an ambassador for digital connections by drafting, proofreading, and creating blog and social media content for Student Experience's digital platforms, while building connections across the university community.

Student Experience (SE) is organized into three pillars: Leadership & Learning, Sport & Recreation, and Wellness & Wellbeing. 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 for interpersonal communication, help peers, obtain networking and leadership experience.
- Gain exposure to and awareness of issues facing the student population.
- 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 Digital Engagement Specialist to organize and develop content for web and social.
- Create, develop and write articles and blog posts for the Thrive Online website.
- Coordinate and draft social media posts for Instagram that support blog content and Student Experience initiatives.
- Create images and graphics for blog posts and social media using graphic design platforms (e.g., Canva).
- Attend initial training meetings and ongoing team & professional development meetings.
- Review the Thrive Online website, as well as the Student Experience area websites, for professional development as required.
- Post on the Learning Peers' OWL discussion forum weekly.

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- Coordinate, draft and write articles, blog posts, and social media posts.
- Work as an ambassador for digital connections and student voice.
- 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 writing, storytelling, communications, digital media, leadership, or mentorship.
- Strong written and verbal communication skills.
- 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.
- Experience with writing, blogging, or content creation would be considered an asset.
- Experience with social media platforms would be considered an asset.

POSITION SPECIFICS:

POSITION LENGTH:

- Summer term
- Training in May

TIME COMMITMENT:

- 4 hours per week (remote work)

POSITION TRAINING:

- Approximately 2 hours of Thrive Online 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

Western Student Experience

- 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:

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).