

YWIL TWU Job Description

Title: Content Creator	Location: Trinity Western University
Department: Marketing	Reporting to: VP of Marketing
Required Commitment: 2-3 hours per week	Employment Type: Student

Position Summary

The Social Media Coordinator is responsible for shooting all digital content (photo and video) for YWiL's website and Social Media. They will need to be knowledgeable in Lightroom and video editing software. They will also be in close contact with the events team to keep track of content that will need to be shot for events. They will closely follow the YWiL brand guidelines and Instagram grid guidelines as outlined in the google drive. The coordinator will continually innovate new marketing strategies with the marketing team and assist the VP of Marketing and Marketing Assistant where necessary. Must be available Thursdays at 11 am.

Essential Duties and Responsibilities

- Shoot content during meetings, events, and workshops
- Innovate new strategies to market YWiL
- Coordinate content with the VP of Marketing and Marketing Assistant
- Edit content using Lightroom and video editing software
- Organize, update and upload all relevant content to the Google Drive
- Assist the Marketing team when necessary
- Attend scheduled Department team meetings

Education Requirements

Must be in second year standing (or higher) as of Spring 2023. Any major and/or specialization can apply.

Experience Requirements

- Must have knowledge in operating professional camera equipment (having your own equipment is considered an asset), as well as

- Experience with content creation and social media management considered an asset
- Previous club involvement considered an asset
- Previous student leadership roles considered an asset
- Current YWiL member considered an asset
- Internship/work in social media management, digital marketing, marketing, branding or any other business field is considered an asset
- Must be comfortable taking photos and videos of people at events

Skills and Abilities

- Creative and innovative
- Very organized
- Diligent in following through with tasks
- Skilled in content creation
- Effective
- Is self-sufficient/does not need to be reminded to complete tasks

Employee Statement of Understanding

I have read and understand the job description for my position. I am able to perform all the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.

Employee's Signature: _____ Date (mm/dd/yy):

President's Signature: _____ Date (mm/dd/yy):