

# YWIL TWU Job Description

<b>Title:</b> Digital Media Coordinator	<b>Location:</b> Trinity Western University
<b>Department:</b> Marketing	<b>Reporting to:</b> VP of Marketing
<b>Required Commitment:</b> 2-4 hours per week	<b>Employment Type:</b> Student

## Position Summary

The Digital Media Coordinator is responsible for producing and sourcing content to be used across YWiL’s social sites as well as YWiL’s website. This person is someone who is very creative and consistently producing new content to be posted. The coordinator will reference the YWiL brand guidelines and social media grid guidelines via YWiL’s google drive in order to match content accordingly. The coordinator will be in close contact with the social media coordinator to schedule posts and make sure content is accurately representing YWiL’s brand. This individual may be responsible for taking photos at YWiL events (and some meetings) and editing the photos accordingly. They will be reporting to the VP of Marketing when needed and will rely on the creativity of the team to bring ideas and the YWiL brand to life.

## Essential Duties and Responsibilities

- Create content for social sites and website
- Innovate new strategies to market YWiL
- Take and edit photos for YWiL events/activities
- Coordinate content with Social Media Coordinator
- Organize, update and upload all relevant photos to the Google Drive
- Assist the Social Media Coordinator and VP of Marketing when necessary
- Attend scheduled Department team meetings

## Education Requirements

Must be in second year standing (or higher) as of Fall 2022. Any major and/or specialization can apply.

## Experience Requirements

- Experience in photography or videography considered an asset

- Work with Lightroom or other photo editing programs considered an asset
- Work with Canva considered an asset
- Current YWiL member considered an asset
- Internship/work in marketing, photography, social media management or any other business field is considered an asset

### Skills and Abilities

- Creative and innovative
- Diligent in following through with tasks
- Effective time manager, can manage multiple tasks at once
- 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):