

# Webmaster and Digital Media Assistant

Position: Communications Web and Digital Assistant – Student Position

Hours: 35 hours per week

Start date: 17-01-2022

End date: 30-04-2022

Please supply a cover letter, CV, and portfolio or link to a site you worked on (if applicable), to:

Kate Castelo, Communications Manager: [kin.communications@ubc.ca](mailto:kin.communications@ubc.ca).

## Job Description

As a Communications, Web & Digital Assistant, the student will assist with providing user experience design support and development across the School's various websites and pages, as well as to provide analytics support. You will be responsible for maintaining the look, layout, and feel of the School's websites, and making suggestions regarding improvements to the user experience.

The successful student should possess knowledge in user-centred design methodologies (usability testing, wire-framing, etc.), and front-end web development skills (HTML/CSS/JavaScript). Knowledge of search analytics, SEO, Bootstrap for responsive web design is an asset.

Experience in basic graphic design for the web is desired, including understanding of font, typography, image placement and manipulation, and copy placement. Knowledge and experience in graphic design for social media platforms is an asset (Instagram, Facebook, Twitter, etc).

## Duties:

### Website

- Updates and maintains the School website.
- Provide analytics and measurements on the website traffic.
- Writes up reports for Communications Manager and Communications Committee.
- Considering the existing user experience and making suggestions for improvements.
- Translate concepts into functional, friendly web pages.
- Facilitate the School's vision by conceiving digital pages.
- Identify web design problems and devise solutions.
- Advise and consult with faculty and staff members on their web pages, advice on maintaining web brand consistency and compliance according to UBC, Faculty of Education and School of Kinesiology policies and practices.
- Researches, liaises with other UBC webmaster and IT experts on latest processes and innovations for engaging, interactive, and user-friendly websites at UBC.
- Recommends innovations that improve the website services to the School (such as the research publication page, embedding audio/video and podcast information, etc).
- Understanding of video and audio editing to embed on website.

### Digital Media

- Updates and maintains social media platforms in collaboration with Communications Assistant and Manager.
- Conduct and monitor a variety of social media campaigns. Provides analytics reports to the School.
- Able to produce clear and engaging graphics/photos with appropriate captions.

### **Level of Supervision Provided:**

- Students will report directly to the Communications Manager, who will provide training, guidance, and mentorship.
- Students are expected to work independently, take initiative, and use critical thinking skills to problem-solve issues after adequate training has been provided.

### **Complexity of Tasks:**

- Duties and tasks range from low to moderate complexity and require a high level of attention to detail.
- Guidance will be provided to students when new skills are required to successfully complete a task.

### **Role in Relation to the Goals of the School of Kinesiology and Communications Portfolio:**

The goal of this role is to elevate the communications profile for the School of Kinesiology, with the support and guidance of the Communications Manager. This role will help Communications to provide attentive and responsive support for all stakeholders in the School of Kinesiology. The role of the student plays an integral part in supporting the knowledge dissemination and creating publicity for the School of Kinesiology for many different audiences: Faculty, Staff, Students, Alumni, UBC general audiences, donors and sponsors, and other academic units. The successful student will be provided with duties and responsibilities to encourage and support personal growth and professional development, and their personal interests in communications will be taken into account to best augment the communications team.

### **Work Setting**

Combination of remote and in-person.

Number of Openings

1

### **Qualifications**

#### **Required Skills/Knowledge:**

- Ability to work with Google Analytics/Google Tag Manager an asset
- Technically savvy and ability to learn new things quickly
- Knowledge of HTML, CSS and JavaScript
- Strong familiarity with WordPress
- User-centred design experience
- The ability to create intelligent and efficient web solutions
- Some video and audio editing experience
- Photo editing and strong familiarity of Adobe Photoshop
- Proficient social media content management system usage including Hootsuite and/or other SM schedulers.

### Education Required:

- Undergraduate student with one year of experience in web design/UX/analytics or some combo thereof preferred.
- Eligible for the UBC Coop Program
- Prefer students from computer science, media studies, design or related technical background.

### **Elements Needed by Student for a Great Fit:**

- Ability to deal with a variety of people in a calm, courteous, and effective manner.
- High level of accuracy and attention to detail.
- Self-motivated and a quick learner; uses critical thinking skills to solve problems based on training provided.
- Ability to juggle several projects, ability to prioritize tasks and projects. And able to work to deadlines.
- Take initiative and work independently while also working as part of a team. Clear, timely communication with team collaborators is essential.
- Creatively driven and interested in latest web practices

### **Student Learning Components**

All students meeting the requirements will go through an interview process.

### **Orientation and Training:**

- Become familiar with administrative and IT processes.
- Be introduced to various staff and faculty across the School to understand their portfolios and communications needs.
- One-on-one weekly training from the Communications Manager to develop goals, deadlines, and establish regular check-ins.
- Opportunity to connect with other Work-learn/Coop students to collaborate on projects given
- Basic training manual will be provided

### **Feedback and On-going Support:**

- Weekly check-in meetings with the Communications Manager to discuss progress and new projects
- Feedback at the end of each project will be provided
- Performance evaluation will be given at the mid-point and at the end of coop appointment to assess professional development goals and for the student to reflect and provide feedback.

**Mentorship Opportunities:**

This position involves working closely with various faculty and staff members, as well as the Communications Manager; as a result effective relationships can be formed and nurtured through collaborative environments that can greatly benefit the student's connection to the School and its community, as well as to more senior mentors in the student's field.

**Reflection:**

The student will be encouraged to reflect on this experience. This will be discussed regularly at 1:1 meetings and in depth at the mid-point reflection.

**Personal, Professional & Academic Development:**

In this role, the student will develop the following competencies:

- Decision-making skills
- Self-reflection, assessment, and evaluation of events
- Team work and collaboration
- Customer services skills
- Communication skills (public speaking, active-listening, social media writing)
- Project management and time management

**Classroom learning:**

This work experience will compliment classroom building by providing the opportunity to practice leadership skills in a professional environment. In this role, the student will get exposure to various design/media projects that they will likely have studied in a theoretical sense. This opportunity will have a great deal of freedom to express different creative uses of mediums. This position is flexible and the student will have the opportunity to initiate ideas for future programming, develop proposals and sit on cross-functional teams as part of their personal development in this role.

**Workplace skills and graduate competencies:**

This position will strengthen highly sought-after transferable skills such as communication, event management, project management, and interpersonal skills. Many more technical skills that are increasingly necessary in communications roles can be honed, including: analytics knowledge, design expertise, social media management.

**Networking:**

The student will have the opportunity to expand their network across the School, university, and wider-alumni community through working collaboratively with staff on communication planning and meeting students, staff and faculty in person through tasks and projects.