

## Communications and Marketing Assistant

<b>Position Type:</b>	<b>Student Hourly</b>
<b>Time Commitment:</b>	Mandatory in Person Training dates TBD between August 25 <sup>th</sup> and 29 <sup>th</sup> May 2025 – April 2026, 10 hours per week
<b>Campus:</b>	Abbotsford and Chilliwack, in-person
<b>Direct Supervisor:</b>	Manager, Student Wellness
<b>Wage:</b>	BC Minimum Wage + 10% in lieu of vacation and benefits

### PRIMARY FUNCTION

The Student Wellness Communications and Marketing Assistant supports the promotion of wellness resources and initiatives at UFV. This role focuses on developing student-centered outreach strategies, creating engaging educational materials that reflect principles of equity, diversity, and inclusion, and assisting with marketing efforts through social media and digital communication.

Utilizing tools like Canva and social media platforms, the position ensures accessible and effective communication of wellness initiatives. Guided by research and best practices, the role helps enhance student engagement and awareness of available supports while contributing to the overall objectives of the Student Wellness department.

### RESPONSIBILITIES

- Contribute to the development and implementation of student-focused promotional strategies to enhance awareness of wellness resources and activities.
- Assist in creating educational materials that incorporate principles of equity, diversity, and inclusion within the UFV community.
- Support the marketing and promotion of student health and wellness initiatives through events, tabling, and social media campaigns across campuses.
- Execute marketing and communication strategies under the guidance of professional staff to maintain a consistent and effective outreach approach.
- Utilize design tools like Canva and social media platforms to create engaging and accessible promotional materials.
- Apply research and best practices to develop educational and promotional strategies that align with the needs of UFV students.
- Stay informed about student challenges and available resources to ensure educational initiatives effectively support the UFV community.
- Perform additional duties as needed to support the objectives of the Student Wellness department.

### QUALIFICATIONS/SKILLS

- Demonstrated experience in social media, marketing, or related tasks, with the ability to provide examples of previous work.
- Highly organized and dependable, with excellent time management and attention to detail.
- A commitment to equity, diversity, and inclusion, and an understanding of their importance in wellness programming.

- Ability to work collaboratively in a team environment while also taking initiative on individual tasks.
- Enthusiasm for learning and supporting the mental health and wellbeing of students.

#### **REQUIREMENTS**

- Current UFV student enrolled in full-time credits; must have completed at least two semesters at UFV by the start of the term.
- Must be in Good Academic Standing (minimum CGPA of 2.0) and maintain this status throughout the term.
- Participate in team meetings, trainings, and planning sessions.

Your health and safety remain our number one priority, and all job duties will comply with UFV's campus access procedures and current government Health and Safety guidelines. We invite all students to apply for this position, inclusive of gender identity or expression, sexual orientation, cultural background, or personal experiences with mental health and wellness.

#### **BENEFITS OF THE POSITION**

- Gain experience working with colleagues in a collaborative and professional work environment
- Make a difference in the lives of others by creating and ensuring access to low-barrier tools and resources related to health & wellness
- Develop leadership and self-reflective skills which will support success in future workplaces
- Access training opportunities in areas such as mental health & wellness, suicide awareness, crisis support, trauma-informed practice, EDI, food insecurity and other aspects of student wellness