



UBC Geering Up Engineering Outreach
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www.geeringup.apsc.ubc.ca

Social Media Content Creator - Job Description

About the Organization

UBC Geering Up Engineering Outreach is a non-profit, student-run organization dedicated to promoting science, engineering and technology (STEM) to the children and youth of British Columbia through fun, innovative and hands-on experiments and projects. Geering Up also strives to reach all children and youth, regardless of gender, ethnicity, culture, or socio-economic status. Over the past 20 years, we have reached over 150,000 youth.

More information about Geering Up is available at www.geeringup.ca

Job Summary

The Social Media Content Creator works on the forefront of our online community engagement. Through our online media platforms, the social media content creator is responsible for brainstorming, creating, scheduling and posting content, building an online community, and working alongside the communications team to develop strategy for brand building.

Under the guidance of the Coordinators and Communications team lead, the Social Media Student Assistant is required to:

1. Oversee and manage social media platforms
 - a. Organize and create content to foster brand awareness
 - b. Build and strengthen the organization's relationships online through engaging with audience on social media regularly
 - c. Ensure social media channels are up to date and regularly posting content
2. Schedule and produce Social Media Advertisements
3. Assist in evaluating social media performance, strategy, and areas for growth.
4. Perform other duties, as requested by the Coordinators

Qualifications

1. Experience with photography and graphic design is an asset.
2. A background in a STEM program is preferred, although management, graphic design or communications backgrounds will also be considered. We accept students of any year standing - undergraduate, or graduate.
3. Experience running social media accounts is highly recommended. Experience and familiarity with social media advertising campaigns is recommended.
4. Experience with brand building and marketing is valued.
5. Working with children, particularly in an environment similar to Geering Up is an asset. Examples of this could include community centres, day camps, overnight camps, or daycares. Volunteer experience with Geering Up, or another Actua camp is an asset.
6. A candidate who is a great fit for this position will be flexible, collaborative, and highly organized. They should be a confident communicator and an excellent listener
7. The Social Media content creator should have proven problem solving and organizational skills, be capable of multitasking, and be comfortable in a self-directed work environment.
8. All Geering Up Staff must have a Criminal Record Check on file before they may work with children.

Terms of Appointment

This position is part-time from **September 6th, 2022 through to April 30th, 2023.**

Remuneration

10 hours per week. The wage for this position is **\$16.86/hr - \$18.05/hr** based on the applicant's time worked with Geering Up.

How To Apply

Please complete and submit the following items to Geering Up:

Application forms can be found on our website, www.geeringup.apsc.ubc.ca/staff/ You must apply via this form. The application form will request you to attach your cover letter and resume on the last page.

Applications sent via email or via careers online will not be accepted. The deadline for applications is **July 24th, 2022 @ 11:59 PM PST.**