



**UBC Geering Up**  
Engineering Outreach



# Social Media Content Creator

## Job Description

### Terms of Appointment

Part-Time April 29<sup>th</sup>, 2024  
through to August 30<sup>th</sup>, 2024

### Remuneration

\$17.93-18.49 per hour at 10  
hours/week. To be paid out  
according to the calendar set  
by UBC payroll.

### Why Join Geering Up

- Science communication and teaching experience; teaching hours with Geering Up can typically be accepted by Education programs to fulfill admissions requirements.
- First Aid & CPR certification (unless currently certified)
- Access to a national network of STEM outreach organizations. Learn more about the Actua network [here](#)
- Training on topics such as classroom management, working with youth with exceptionalities, utilizing educational technology
- Equity, Diversity, and Inclusion training
- Leadership & program development opportunities for returning staff members

### What is Geering Up?

UBC Geering Up Engineering Outreach is a non-profit organization dedicated to engaging the children and youth of British Columbia in STEM (Science, Technology, Engineering and Math) through fun, innovative, and hands-on experiments and projects. We recognize that there are systemic barriers that prevent many people from pursuing careers in STEM. Thus, Geering Up 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 through summer camps, in-school workshops, community outreach trips, clubs, and more.

More information about Geering Up and our programs is available [here](#).

### What skills are we looking for?

- Experience running social media accounts is highly recommended
- Proficiency in creating and editing designs and videos with programs like Camtasia, Adobe Premiere, Photoshop, Illustrator, or InDesign
- Experience and familiarity with social media advertising campaigns is recommended
- Experience working with children in environments similar to Geering Up is an asset
- Flexible, collaborative and highly organized
- Confident communicator and excellent listener
- Comfortable with self-directed work
- Being an active UBC Student is an asset
- All Geering Up Staff must have a Criminal Record Check on file before they may work with children.

We encourage candidates to apply even if they meet only some of the

### What would you do in this role?

- Attend mandatory training sessions
- Film, create, and edit short-form video material (Reels and TikTok clips) for social media meant to promote Geering Up's programs, values, and mission
- Edit the website when changes are needed
- Produce and schedule social media advertisements
- Ensure a regular flow of video content on Geering Up's social media channels as applicable and as outlined with the Communications & Marketing Coordinator
- Complete all evaluations and reports in a timely manner
- Complete stats and analytics reports on content performance
- Perform other duties as requested by the Communications & Marketing Coordinator

### How to Apply

Application form can be found on our website: [www.geeringup.apsc.ubc.ca/staff/](http://www.geeringup.apsc.ubc.ca/staff/)  
You must apply via this form. Applications sent via email or via careers online will not be accepted. The deadline for applications is on the website.



THE UNIVERSITY OF BRITISH COLUMBIA  
Faculty of Applied Science

A network  
member of **actua**