Media Lead, 2018 Welcome Team

Position Description

Background:
The Student Experience Office (SEO) at Queen’s aims to prepare and support students to achieve not only their personal, social, and academic goals, but also their professional and community aspirations. The SEO supports co-curricular learning and development by offering programs and services to orient students to university life, support their successful transitions into and through university, and encourage their leadership development and community engagement while at university.

University Orientation (September 1st to 2nd and 9th) aims to help facilitate the transition of new students to the living and learning environment at Queen’s University. The overarching goal is to ease students’ overall social and academic transition and to provide a solid foundation for a successful university experience.

Job Summary:
Reporting to the Student Coordinators, University Orientation, the Welcome Team Media Lead assists in overseeing the activities of the media team throughout University Orientation, including photography, videography, and social media.

Some benefits from being a Media Lead include:

- Experience developing & implementing social media plan for a large-scale event reaching 1,000’s of viewers
- Experience overseeing a team of skilled media specialists
- Leadership experience and development
- Welcome the Class of 2022
- Experience in a leadership role for the execution of a large-scale, multi-day event

Be a part of history, capture memories of welcoming the Class of 2022.

Key Duties:
The Welcome Team Media Lead will:

- Oversee the activities of, and provide direction to, the Media Division of the Welcome Team.
- Schedule photographers/videographers to ensure all events are covered.
- In consultation with the Coordinator, Orientation & Transition, develop and implement a social media strategy for University Orientation.
- Maintain social media platforms throughout orientation through a consistent presence.
- Respond to challenges and concerns as they arise.
- Compile and organize photos and videos for future use.
- Actively engage with and respond to questions from first year students, both in person and online.
- Assist with event support when necessary.
- Foster a safe, inclusive, and accessible environment throughout University Orientation.
Provide ongoing support to the Student Experience Office, the Residence Society, and Residence Life.

**Skills Required:**
The Welcome Team Media Lead must:
- Be passionate about the orientation experience and helping with the first year transition
- Have extensive knowledge of Facebook, Twitter, Instagram, and other social media platforms.
- Knowledge of photography, videography, and/or basic graphic design would be an asset.
- Be comfortable and capable leading a team
- Be resourceful, and willing to take initiative
- Possess excellent interpersonal skills
- Possess excellent organizational skills
- Be able to exercise good judgement and sound reasoning
- Demonstrate creative problem-solving skills
- Be knowledgeable about the University and support services/resources that are available to students

**Eligibility:**
The Media Lead, Welcome Team must:
- Be enrolled as a student at Queen’s University (with at least one year’s experience at Queen’s)

**Time Commitment:**
- Training on March 24, 2018
- Training August 29 – 31, 2018
- Additional training as required
- University Orientation Days from September 1 – 9, 2018

**Remuneration:** This is a volunteer position.

**Application Instructions:**
If you are interested in applying for this position, please submit your resume and application through an online application in confidence by **11:59 PM on February 23, 2018**. The online application can be found at [http://queensu.ca/studentexperience/opportunities](http://queensu.ca/studentexperience/opportunities).

Please direct any questions or concerns to the Orientation Student Coordinators at fall.orientation@queensu.ca.

*We thank you for your application. Only those individuals who are selected for an interview will be contacted.*

*We are committed to employment equity and diversity in the workplace and welcome applications from individuals from equity seeking groups such as women, racialized/visible minorities, Indigenous/Aboriginal peoples, persons with a disability, persons who identify in the LGBTQ2S+ community and others who reflect the diversity of Canadian society.*