

# SAIT Students' Association

## Job Description



**Job Title:** **Student Influencer**, Marketing & Communications

**Reports to:** Communications Coordinator, Marketing & Communications

**Position Type:** *Part-Time (15 hours per week, \$20/hr)*

**Category:** *8-Month Contract (With possibility of extension) Part-Time*

**Location of Work** *Saitsa Marketing & Communications Office (NK307), SAIT Main Campus*

### Job Purpose

Working closely with the Communications Coordinator, the **Student Influencer** will be responsible for creating content for Saitsa's Instagram and TikTok accounts, helping bring the organization's student spirit to life.

### Duties and Responsibilities

- Film TikTok & Instagram videos with a mix of individual content, group content (Saitsa Board of Directors and/or Saitsa staff), and on-campus content.
- Help maintain a consistent voice across all Saitsa Social Media Channels
- Stay meticulously up-to-date with the latest social media trends.
- Work with the Communications Coordinator to build out social media content calendars.
- Must be comfortable wearing Saitsa Yeti Mascot costume for extended periods of time.

### Qualifications

#### Education

Must be a current SAIT student. Preference will be given to those with experience in Journalism or Marketing programs.

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### *Experience*

- Proficient with all social media platforms
- Exceptional organizational skills
- Written and oral communication skills
- Superior organizational skills, with the ability to multi-task, set priorities, and be a self-starter

### *Knowledge, skills and abilities*

- Knowledge of non-profit/voluntary organizations is preferred but not required.

### *Personal characteristics*

The **Student Influencer** should demonstrate competence in some or all the following:

- **Adaptability:** Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Behave Ethically:** Understand ethical behavior and business practices and ensure that own behavior and the behavior of others is consistent with these standards and aligns with the values of the organization.
- **Build Relationships:** Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- **Communicate Effectively:** Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- **Creativity/Innovation:** Develop new and unique ways to improve operations of the organization and to create new opportunities.
- **Focus on Client Needs:** Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.
- **Foster Teamwork:** Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- **Leadership:** Positively influence others to achieve results that are in the best interest of the organization.

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- **Make Decisions:** Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization.
- **Organize:** Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities
- **Plan:** Determine strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results.
- **Solve Problems:** Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- **Think Strategically:** Assess options and actions based on trends and conditions in the environment, and the vision and values of the organization.

### Working Environment

This position is expected to work on SAIT campus for the entirety of each shift. Individual work station will be provided in Saitsa Marketing & Communications office.

<b>Approved by:</b>	<i>Executive Director</i>
<b>Date approved:</b>	<i>May, 2022</i>
<b>Reviewed:</b>	