JOB DESCRIPTION

JOB CODE: Undergraduate Academic Assistant
VP/FACULTY: Faculty of Arts
DEPARTMENT: First Year & Interdisciplinary Programs
PAY GRADE: $20/hr

JOB SUMMARY

This position will assist with the marketing and communications for First Year & Interdisciplinary Programs, including Arts One, the Coordinated Arts Program, and twelve Interdisciplinary programs. Duties will include working with department chairs to update websites and write content to highlight our various programs. The incumbent will also promote student events, lunch and learns, conferences and symposia.

Position dates: September 1, 2021 to August 31, 2022
Hours: apx. 6-8 hours per week.

WORKING RELATIONSHIPS/ORGANIZATIONAL STATUS

Reports directly to the Administrator; responds to requests from unit Director, faculty, staff and students. The position works with all staff in the unit, communicating regularly with colleagues in other units on campus including Arts Advising, the Faculty of Arts Dean’s office, Arts ISIT, and others.

Liaises with the Arts Communications team to ensure adherence to Arts and UBC brand guidelines and communications best practices.

WORK PERFORMED

Works within Arts Communications guidelines to help with the outward-facing marketing of First Year & Interdisciplinary Programs.

Duties include:
- Promoting events and managing marketing campaigns for First Year & Interdisciplinary Programs.
- Aiding in recruiting and marketing for the individual programs.
- Working with Arts Communications as a member of the Arts Communications Network (attends quarterly meetings, adheres to guidelines and practices set out by Arts Communications core team).
- Acting as liaison between department/portfolio and Arts Communications on all communications-related and adjacent projects.
- Working with Arts Communications to create, update and distribute promotional and informational materials for events and workshops using traditional communication tools (print
signage and posters), and digital tools (including digital signage, email, websites, and social media).

- Overseeing arrangements for printing and distribution of program handbooks, journals, and other printed ephemera.
- Maintaining department events calendar and database in hard copy and through electronic channels.
- Keeping current on technological developments including the full Adobe Creative Suite as well as all relevant UBC systems (AIR sites, Wordpress).
- Preparing departmental materials, course materials, correspondence and spreadsheets, as required by Administrator.
- Performing other related duties related to the qualifications and requirements of the job.

SUPERVISION RECEIVED

Reports directly to Administrator; independence and initiative is required.

QUALIFICATIONS

High School graduation and two years post-secondary education and 1-2 years of related experience or the equivalent combination of education and experience. Knowledge of First Year & Interdisciplinary Programs preferred. Ability to effectively liaise with a central communications team to follow best practices and institutional standards. Ability to effectively use the full Adobe Creative Suite (Photoshop, Illustrator, InDesign), MS Outlook, MS Word, MS Excel, Powerpoint, Photoshop, InDesign and WordPress at an intermediate level. Ability to anticipate problems and issues and plan ahead. Ability to compose correspondence, reports, presentations, and other written materials using clear concise business English. Ability to be thorough, accurate, and have a high level of attention to detail in a complex and demanding environment. Ability to efficiently and effectively coordinate tasks. Ability to identify and correct missing and incomplete data. Ability to effectively manage multiple tasks and priorities. Ability to accurately proofread for spelling, grammar, and punctuation. Ability to prioritize and work effectively under pressure to meet deadlines. Ability to analyze and interpret data, determine implications, and provide recommendations. Ability to understand and apply policies, procedures, and instructions. Ability to communicate effectively verbally and in writing. Ability to make thoughtful, informed, and thorough decisions. Ability to effectively modify website using WordPress. Ability to prepare graphic design materials in various media. Ability to work effectively with minimal supervision. Ability to work effectively independently and in a team environment. Ability to effectively market and promote events. Must be proficient with social media in a professional context (i.e. Facebook, Twitter, Instagram).