



Manager, Media and Public Relations Intern Laurentian University Students' General Association

Location: Laurentian University Students' General Association

Salary: \$35,000-\$40,000

Full/Part Time: full-time 13-month contract

Reports to: Vice President Student Life

Desired Start Date: As soon as possible

Closing Date: The position will close when a qualified candidate is found

Section 1: Information on the SGA/AGÉ

The SGA is the largest bilingual student association at Laurentian University, having recently celebrated over 45 years of service. The SGA is responsible for many different student services from health plan and U-Pass administration, welcome week and other events and student support.

As a member of the SGA team, you will be working in a dynamic and enjoyable environment that allows you to work towards association goals while also encouraging you to produce programming and support systems that would benefit our student population. As a staff member you will work with both student executive members, student staff and full-time employees to achieve success in a positive and flexible work environment.

Section 2: Job Responsibilities

To maintain, update and advance the Laurentian University Students' General Association's digital and social media presence impact and brand. The Manager, Media and Public Relations is also responsible for developing, managing and maintaining the SGA website and any additional sites operated or apps operated by the SGA. Lastly, the Manager, Media and Public Relations plays a major role in assisting the Vice President Student Life in the planning and execution for the SGA's marketing and brand strategies. This position is also responsible for content creation (graphics, newsletters, campaigns etc) and will be responsible for translations for the office.

Expectations:

- Effectively engage with our membership
- Increase our online following and engagement numbers
- Effectively articulate our services
- Manage the functionality, content and use of the SGA Website
- Effectively promote our business operations
- Perpetuate the overall brand of the SGA

Section 3: Qualifications

- Bilingual (non-bilingual candidates will not be considered)
- Post-Secondary degree or diploma completed within the past two years

- Proficient in creating and maintaining websites
- Strong leadership skills
- Experience with content creation
- Experience with web design
- Experience with social media
- Excellent planning, organization and time management skills
- Ability to work independently or as part of a team
- Strong interpersonal skills
- Ability to work effectively in a fast-paced environment
- Eligible for the Northern Ontario Heritage Fund Grant

Criteria

- University and college graduates who have graduated within the last three years from an accredited college or university. Candidates must be graduates of post-secondary degree or diploma programs.
- The position must provide the intern with first time employment in their field of study.
- Candidates are only eligible to participate in the internship program one time.
- Candidates must be legally entitled to work in Canada.

The above responsibilities are intended to describe the general nature and level of work being performed in this position. Other responsibilities, duties, and skills required of the position may be assigned as required.

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