

Job Title: Social Media Research Assistant

Department: Research and Innovation

Start Date: May 2023-August 2023

Rate: \$16.74 per hour

The role of Niagara College Research & Innovation is to provide real-world solutions for business, industry and the community through applied research and knowledge transfer activities. Niagara College Research & Innovation, in partnership with business or community partners, conducts applied research projects that model or simulate solutions, develop and test prototypes, adopt new technologies and knowledge, develop and evaluate new or improved products, processes, or solutions to community issues.

Hosted by NC's R&I Division, the Southern Ontario Network for Advanced Manufacturing Innovation (SONAMI) is a network of 8 colleges and one university, who, through their respective Research and Innovation Centres, are collaborating with small- and medium-sized companies to turn innovations into commercialized products. SONAMI leverages faculty, students and state-of-the-market equipment, together with funding from the Federal Economic Development Agency for Southern Ontario and NSERC, to support manufacturing in Canada.

Hosted by NC's R&I Division, the Greenhouse Technology Network (GTN) is a network of post-secondary and research institutes who are collaborating with small- and medium-sized companies to turn innovations into commercialized products. GTN, like its sister network SONAMI, leverages faculty, students and state-of-the-market equipment, together with funding from the Federal Economic Development Agency for Southern Ontario, to support advancing Greenhouse Technology in southern Ontario.

Job Description:

The successful candidate will support SONAMI and GTN with its business to business social media strategy. As the Social Media Research Assistant for SONAMI the successful candidate will work on a number of projects to assess, plan and design social media activities for the Network in order to grow the reach and awareness of the Network.

The Social Media Research Assistant will have a comprehensive skill set to work with the SONAMI and GTN team on Social Media projects including the technical skills and ability to create social media content.

Education:

Current student enrolled in Niagara College's Business, Graphic Design, Public Relations, Social Media Management or related program. Must be returning to Niagara College in September.

Duties and Responsibilities Include (but not limited to):

- Work with SONAMI Office team to develop ongoing Social Media Campaigns. These campaigns will leverage existing SONAMI reports and highlight the benefits of engaging with SONAMI for SMEs.
- Develop creative and appealing graphic content to further engage SMEs.
- Conduct environment scan to develop a strategic content calendar that leverages other Southern Ontario events and opportunities.
- Monitor Social Media streams and escalate inquiries and concerns as appropriate.
- Works on a number of web based research projects.
- Attends planning or project specific meetings as required.
- Works independently and unsupervised
- Platforms include LinkedIn, Twitter, Facebook

Key Competencies:

- Knowledge and experience using Canva and Hootsuite
- Exceptional report writing skills
- High level of organization and time management skills
- Ability to co-ordinate multiple tasks
- Experience with Microsoft Office applications (Excel, PowerPoint, Word)
- Detail oriented with respect to quality and accuracy
- Strong communication skills, both oral and written
- Capable of working independently, while being a collaborative member of the team
- Strong interpersonal skills
- Takes initiative to complete tasks and asks questions when required
- Demonstrated creativity in developing new ideas

Working Conditions:

- 35 hours per week starting as early as April 24, 2023 until Friday, September 1, 2023
- Hours can range from 8:30 am – 4:30 pm
- On-campus work and remote work
- Indoors, sitting, and standing

Please email your resume, cover letter, transcript and class schedule to researchjobs@niagaracollege.ca by **Wednesday, April 12, 2023 at 12pm**. We appreciate all applications received, however only those candidates selected for an interview will be contacted.