

Job Title: BCIC Social Media Research Assistant

Department: Research and Innovation

Start Date: October 2023 – December 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.

The Business and Commercialization Innovation Centre (BCIC) support small and medium sized enterprises (SME's) growth through activities such as market research, marketing plans, social media content curation, ad and brand development and more.

Job Description:

The successful candidate will support BCIC with organizing, planning, executing, and deploying social media content for various SME's. As the Social Media Research Assistant for BCIC the successful candidate will work as part of a team on a number of projects for various industry partners in growing their business through social media collateral.

The Social Media Research Assistant will have a comprehensive skill set to work with the BCIC 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.

Duties and Responsibilities Include (but not limited to):

- Work with BCIC team to develop Social Media Campaigns using both video and static content
- Develop plans for content to support the growth of various businesses
- Deploy and manage content
- Work as part of a team to complete deliverables for partners
- Attend planning or project specific meetings as required.
- Work independently and unsupervised.

Key Competencies:

- Knowledge and experience in planning and creating video and static content
- Understand social media as part of the marketing mix
- High level of organization and time management skills
- Ability to co-ordinate multiple tasks
- 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:

- Hours are 15 hours per week between 8:30 am – 4:30 pm
- On-campus work (Welland)
- Indoors, sitting, and standing

Please email your resume, cover letter, class schedule, and sample content you have created to researchjobs@niagaracollege.ca by **Wednesday, October 18th at 12pm. We appreciate all applications received, however only those candidates selected for an interview will be contacted.**