Position Type
UBC Vancouver Work Learn Program

UBC Department Name
Chemical and Biological Engineering Department

Job Title
CHBE Social Media and Outreach Assistant

Job Description
The Department of Chemical and Biological Engineering is one of six departments within UBC Engineering, Faculty of Applied Science. CHBE has over 30 full-time faculty in the Department of Chemical and Biological Engineering (CHBE). CHBE offers two accredited Bachelors programs with more than 440 undergraduate students and offers course (MEng) and research based graduate degrees (MASc, MASc and PhD) to more than 160 graduate students.

The CHBE Social Media and Outreach Assistant will be responsible for assisting with planning, creating and the delivery of the Chemical and Biological Engineering Department (CHBE) social media program. The student will be assisting with planning and developing social media to promote the two CHBE Undergraduate programs; Chemical Engineering and Chemical & Biological Engineering, and to engage the registered students.

Duties and Responsibilities
- Assist the Student and Media Manager with:
  - Identify the optimum social platforms for engaging and promoting CHBE Undergraduate programs
  - Plan, create and develop social media content related to the CHBE undergraduate programs and content of interest to students
  - Content may include creating videos, interviews, sourcing news, technology briefs, etc
  - Coordinating with faculty, staff and students for developing the videos and content
  - Release content using social media
  - Coordinate social media releases with CHBE mentors and ambassadors
  - Monitor social media metrics for effectiveness of social content and use statistics to plan additional content

Complexity
Student will receive training to be able to complete tasks independently. The tasks may not require theoretical knowledge but care and attention is required to complete work efficiently.

Work Setting
Combination of remote and on-site

Number of Openings
1

Qualifications
Skills and Qualifications

- Demonstrated computer and media skills
- Interest and experience in program marketing, promotion and media
- Excellent communication skills: professional email/phone correspondence, public speaking and presentation proficiency
- Experience working with people from a variety of backgrounds/cultures
- Excellent computer skills (word processing, e-mail, database management, spreadsheets)
- Demonstrates an eagerness to learn and take on initiative
- Demonstrates organizational and time management skills
- Ability and willingness to work both independently and as part of a team with students, volunteers and staff
- Knowledge and/or sensitivity to issues affecting domestic and international students and their transition to Canada or to UBC
- Knowledge of UBC’s services and resources for students and of campus life.
- Students who are a good fit for this position are approachable, knowledgeable and open to learning about themselves and others. They will show high levels of Emotional Intelligence combined with excellent adaptability and organizational skills
- Technical knowledge in topics related to Chemical & Biological Engineering

Student Learning Components (UBC Vancouver Work Learn Program)

Orientation and Training and Ongoing Professional Development:
The CHBE Social Media and Outreach Assistant will have regular meetings with their supervisor to receive specialty and project-specific training. The supervisor provides feedback during weekly meetings as challenges and successes arise.
The Assistant will prepare a short weekly written summary of their work with the challenges they are facing to assist with planning work in collaboration with the supervisor to determine areas for support and solutions.
Ongoing training and professional development will be provided throughout the role. Time will be assigned for reflection during regular meetings with the supervisor.
The CHBE Social Media and Outreach Assistant will participate in a self-assessment and performance review.

Networking and Mentorship Opportunities:

- Opportunity to work alongside professional staff of the CHBE Administrative staff, faculty and other support staff.
- Opportunity to network with industry professionals and CHBE partners
- Opportunity to learn about, participate, and volunteer in other UBC activities and events.
- Opportunity to serve as a role model to other students including student ambassadors
- Exposure to and experience within a professional office environment.
- Experience working with the public and developing interpersonal, communication, public speaking, and presentation skills.
- Enhanced academic success skills to complement classroom learning (e.g. improved ability to deliver presentations and communicate academic ideas in a thoughtful and eloquent manner while providing articulate and carefully considered responses to difficult questions).
- Enhanced intercultural communication skills and awareness.
- Enhanced leadership and collaboration skills.
- Increased knowledge of campus and off-campus resources.
• Further development of effective time and workflow management skills.
• Development of comprehensive skills in event planning and management, including project planning, communicating with stakeholders, developing and sticking to timelines, promotions, communicating with participants, and providing onsite supervision and trouble-shooting during events.
• Development of some financial management skills.
• Developing the ability to identify and articulate one’s own learning, through reflections, feedback and meetings with team and supervisor.
• Further development of independence and self-reliance, including problem-solving skills.

Salary / Wage
18.04

Hours Per Week
10 h per week
January 10th – April 30th, 2022

Experience Level
Current Students in an Undergraduate Program, Current Students in a Masters Program

Preferred Degrees/Disciplines
Applied Science/Engineering

Is this Work Learn position research oriented?
No

TO APPLY:
Send your resume and cover letter to christina.carnovale@ubc.ca