

UBC RECREATION

UBC INTRAMURALS VOLUNTEER JOB POSTING

DEPARTMENT

18/19 UBC INTRAMURAL DIGITAL COMMUNICATIONS

DEPARTMENT SUMMARY

Lead the team responsible for UBC Intramural's social media platforms and online presence. This individual is responsible for the management and production of editorial content, calendar planning and coordination, online strategic development, and promotion of all digital channels (*Recreation Blog, Youtube, Twitter, Facebook, Instagram, Snapchat etc*). The Digital Communications Director will lead a crew of five (5) Assistant Directors.

AVAILABLE POSITIONS

Digital Communications Director (1)

POSITION TYPE

Volunteer

APPLICATIONS CLOSE

Jan 31 2018 | 23:59

TIME COMMITMENT

5-8 hours/week (Mar – Apr 2018) - if currently on Staff, this is above 16/17 commitments

1-2 hours/week (April 2018 – August 2018)

15-20 hours/week (Sep 2018 through Apr 2019)

CANDIDATE INTERVIEWS

Feb 1 – 8, 2018

START DATE

Feb 15 2018

REQUIRED DATES (Note: both 2018 & 2019)*

Feb 15	Incoming Director Transition Meeting #1 (late evening)*
Mar 1	Incoming Director Transition Meeting #2 (late evening)*
Mar 12 – 14	Assistant Director Group Interviews*
Mar 8	Incoming Director Transition Meeting #3 (late evening)*
Mar 16 – 18	Assistant Director Interviews 1-1's (various times)*
Mar 21	Board Of Directors Meeting*
Apr 9	18/19 Full Staff Meeting*

Aug 29 – 31	Directors Retreat (overnight)*
Sep 6 – 9	Imagine / Blue Wave & Welcome Back to Intramurals BBQ*
Sep 9 – 10	Full Staff Retreat (overnight)

Dec 2018	UBC Intramurals Winter Banquet**
Jan 2019	Full Staff Welcome Back Retreat**
Jan 2019	UBC Student Leadership Conference **^
Mar/Apr 2019	19/20 Assistant Director Hiring**
Apr 2019	UBC Intramurals Year End Volunteer Appreciation Banquet**

Mondays 7PM-830PM - Board of Directors Meetings (bi-weekly)

***In order to be a part of the 18/19 Director team, all applicants MUST be available for the above (unless marked with “^”)**

Intramural Programming Attendance Requirement

Please note the dates below highlight only the major projects where the Digital Communications team is expected to be available. Additional dates and attendance requirements will be discussed with the successful candidate.

Sept. 22, 23 & Sept. 28, 29 2018	Day of the Longboat *^
Nov. 15, 2018	Lace Up for Kids *^
Mar. 9, 2019	UBC TriDu *^
Mar. 18-22 & Mar. 24-27, 2019	Storm the Wall *^
Apr 2019	UBC Intramurals Hall of Fame **

- * Specific time to be determined
- ** Specific date(s) & times to be determined
- ^ May not require all members to be in attendance

Please note that the Digital Communications department is expected to be available specifically around the execution of campaigns for major intramural events and programs including, but not limited to; Imagine Day, Day of the Longboat, Lace Up for Kids, UBC Triathlon, and Storm the Wall. When appropriate, this may require adjustment of academic commitments to ensure both adequate time to both studies and intramural program responsibilities. It is an expectation that hours will be a combination of daytime, evenings, as well as weekends.

OVERVIEW OF RESPONSIBILITIES

The Digital Communications Director has a range of responsibilities. This individual will be responsible for managing and developing a team of Assistant Directors, managing the team’s online content calendar for blog and social media platforms, online content strategy for major intramural events and programs, and interactive installations to facilitate social and professional engagements for their team. Specific duties of the Director will include, but not be limited to:

- Lead, develop, and coordinate a staff of five (5) assistant directors, including but not limited to their hiring, training, evaluating, and managing in the delivery of digital communications responsibilities
- Management and Development of the UBC Recreation blog (The Point),
 - Develop and coordinate editorial content plan
 - Oversee the timely production and execution of new online content at least twice a week.

- Work closely with UBC Recreation Intramural departments (including Events, Leagues and the Marketing Sector) in developing and producing online communications for the UBC Recreation Blog.
- To assist assistant directors with content development and management.
- Management and Development of Social Media content and platforms.
 - Organize and manage content for UBC Intramurals program
 - Maintain a regular schedule of content for UBC Recreation Facebook page, including the management of event listings for all UBC Recreation Intramural programs
 - Update UBC Recreation 's channels including, but not limited to Facebook, Twitter, Instagram, and Snapchat
- Target and lead strategic initiatives around Intramural programming that could include: Day of the Longboat, The Pumpkin Run, Lace Up for Kids, UBC Triathlon Duathlon and Storm the Wall
- Leading weekly department meetings and additional meetings leading up to events
- Attend weekly Director's meetings and bi-weekly Board of Directors meetings

SUPERVISION RECEIVED

This position reports directly to UBC Recreation Marketing & Communications Coordinator

- At times, additional supervision will be provided by other UBC Recreation Professional Staff

For matters pertaining to Human Resources & Personnel, all Intramural Student Volunteers will receive additional supervision from the UBC Intramural Program Manager.

SUPERVISION EXERCISED

This position directly manages 5 assistant director staff.

In some cases will oversee/co-manage staff specific to events execution.

QUALIFICATIONS

Education and Experience

- Current UBC Student ~ required
- Currently enrolled (current semester) and in good academic standing (previous semester & cumulative average) at UBC Vancouver Point Grey Campus
- Experience and ability to work, address, and engage large groups
- Background and previous experience with UBC Recreation and/or business relations, partnerships and sponsorships are assets.
- Background and previous experience with social media management, blogging, communications and/or digital marketing are assets.
- Current First Aid and CPR/AED certification ~ asset

Knowledge, Skills, Ability

- Strong interpersonal, conflict resolution and problem solving skills
- Enthusiastic, organized and responsible
- Experience and willingness to learn and teach others
- Team Leadership and delegation
- Strong communication skills written and oral
- Enthusiasm and willingness to embark on new initiatives

- Ability to work and perform under minimal supervision
- Task oriented and reliable
- Organized, detail oriented & ability to multi-task
- Previous experience with Social Media (Instagram, Twitter etc.) and web/blog editing (WordPress) platforms ~ asset
- Previous experience with Microsoft Excel, and Word ~ asset
- Previous experience in UBC Recreation Intramural program (participant or other) an asset

ANTICIPATED LEARNING OUTCOMES

By Apr 30, 2019, the Director of the Digital Communications team will have gained experience in:

- Staff productivity and job satisfaction
- Project administrative oversight & management
- Performance assessment and goal setting
- Influential Leadership and Project Management
- Administrative aspect of working in a large volunteer-based organization
- Staff Recruitment, Selection, and Training
- Public Speaking & Organizational Development
- Professional social media management
- Content marketing strategy and management
- Non-academic writing portfolio

APPLICATION SUBMISSION

All applicants must submit a Cover Letter and Resume, applicants not completing this will not be considered.

Applications should addressed to:

Ally Anderson

Coordinator, UBC Recreation Marketing & Communications

Applications are to be submitted [here](#).

QUESTIONS? Please contact the Program Development Team – im.prod@ubc.ca