

Peace and Conflict Studies Program Communications Assistant

Applications Due: July 31st, 2023

Contract: Part-time (10 hours per week), Starting August 2023 - through Fall term 2023 and Winter term 2024

Start Date: August 14, 2023

General Accountability

The role of the Peace and Conflict Studies (PACS) Department Communications Assistant is to support the department's communication strategies, enhance its visibility, and effectively engage with various stakeholders (students, staff, and faculty). They are responsible for creating written content for various communication channels, such as newsletters, social media posts, website content, and promotional materials. The PACS Communications Assistant reports to the PACS Undergraduate Officer.

Responsibilities

- **Social Media Management:** Managing and maintaining the department's social media presence by developing and maintaining connections with PACS (Peace and Conflict Studies) students through PACS social media platforms, including Instagram, Facebook, Twitter, and the PACS news website:
 - This includes promoting PACS events and professional development opportunities for PACS and MPACS (Master of Peace and Conflict Studies) students; promoting activities of the PACS Student Society; and highlighting stories from PACS students and alumni.
 - Promote PACS course offerings to students.
- **Events Promotion:** Assist in promoting, planning, and implementing PACS academic events, conferences, workshops, or lectures. This involves:
 - Creating event descriptions and promotional materials, distributing information through various social media channels, and collaborating with other departments or organizations to maximize event attendance and visibility.
 - It also includes the PACS and Conrad Grebel bulletin boards as appropriate.
- **Content Creation:** Create written content for various communication channels, such as newsletters, social media posts, website content, and promotional materials. This involves:
 - Designing, writing content, and sending out a bi-weekly newsletter to PACS and MPACS (Master of Peace and Conflict Studies) students using the MailChimp platform.
 - create visual content using graphic design software, such as canvas, flyers, infographics, or presentations.
 - Assist with PACS multimedia projects, including video editing, and photography in collaboration with Conrad Grebel University College (CGUC) Communications Coordinator.
- **Website Management/Maintenance:** In consultation with PACS Administrative Officer and the CGUC Communications Coordinator, assist in managing and updating the PACS department's website with information in a timely and visually attractive manner. This can include:
 - Publishing news and announcements, organizing and formatting content, ensuring accuracy and consistency, and working with other team members to keep the website current and user-friendly.

- Updating and re-writing information pages to be web appropriate including maintaining and inserting links.
- Maintaining PACS Internship and Co-op pages with links and connections to current and past students.
- Continually changing (once per month) “front pages” for the PACS and MPACS web page in consultation with CGUC Communications Coordinator.
- Identifying current PACS/MPACS students and alumni to interview and write their profiles to help promote PACS/MPACS programs and courses.
- Photograph events for sharing on the PACS/MPACS webpage and social media platforms.
- Assist CGUC's Communications department in developing PACS promotional materials.
- Update PACS listserv, MailChimp and PACS Learn Hub subscriptions.
- Assist in planning and implementing activities that promote the PACS/MPACS program
- Other related duties that may periodically be assigned.

Skills Required

- Excellent communication skills (oral and written), with experience developing student engagement content.
- Working experience with Microsoft Office Suite (Word, Excel, SharePoint, OneDrive, Teams, and PowerPoint)
- Working knowledge of developing content for Instagram, Linktr.ee, Facebook, Twitter, and websites
- Creativity and some knowledge of design principles for websites and social media
- Interest in connecting to fellow PACS students
- Exceptional competency in time management, task management, and prioritizing in an independent work environment
- Proven ability to take initiative and act as a self-starter
- Consistent availability throughout the term
- Enrolled in a PACS Plan (Senior PACS Major student preferred)

Pay Rate

- \$17/hour (10 hours per week)

Additional Note

As part of developing ideas and activities to promote a sense of community, the PACS Communications Assistant is encouraged to engage with the PACS Students Society. This position involves planning educational events for PACS students and acting as a liaison between PACS students and faculty/staff.

To Apply

To apply for the above position, please submit a cover letter explaining how you would qualify for the job and attach an up-to-date resume. Please also include two references that can be contacted as required.

Submit your resume to:

Ndagire Brendah

bndagire@uwaterloo.ca

519-885-0220 ext. 24269

Conrad Grebel University College

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