



# Program Assistant – Marketing and Multimedia

Work Term: May 8 – September 1, 2023

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## Job Description

This individual will work directly with several of the UBC Camps management team to photograph and share camper experiences with parents and the community using the UBC Camps website, newsletters, and various social media channels. While photography will be the primary focus of this position, creating a weekly newsletter in consultation with the UBC Camps Manager to promote upcoming programs, along with sending a weekly program evaluation survey to camp participants will also be expected. Additional responsibilities will include creating content for, and managing, social media channels, designing promotional materials for use online and in print, and assistance with campus wayfinding as needed.

## Description of Duties

### Photography / Videography

- Photograph campers while they participate in various programs
- Ensuring all photos and videos are captured using appropriate equipment (i.e., DSLR, tripod, microphone, and gimbal)
- Abide by Photo Release policy by only photographing participants who have been given appropriate consent
- Capture raw video footage to be used in future promotional videos
- Catalog all photos using pre-established keywords, star-rating, and tags in Adobe Lightroom
- Edit and watermark photos with appropriate branding, and ensure that campers' name tags do not appear within the image using Adobe Lightroom or Photoshop
- Post photos to UBC Camps website galleries and social media channels

### Design

- Create website banners and various images for use on website, newsletters, and other promotional materials using Adobe Photoshop or InDesign

### Social Media

- Manage social media accounts, primarily Instagram and Facebook
- Create content and engaging posts targeted to parent/guardian(s) on the UBC Camps website, newsletters, and social media channels

### Newsletters / Evaluation

- Create and send weekly UBC Camps Newsletter to highlight upcoming programs and other opportunities
- Create and send weekly program evaluation survey to previous camp participants, and analyze results

### Other

- Attendance at all mandatory staff meetings
- Minor maintenance and cleaning tasks as necessary
- Performing other minor website updates as required
- Other duties as necessary, or assigned

This role is integral to the operations and goals of the Department of Athletics and Recreation, including excellence in customer service, participant recognition, and program management. The role will interact with staff, community users, and camp participants and parents. Students working in this role are required to provide first-class customer service and professionalism while interacting with patrons. As a representative of UBC Athletics and Recreation it is vitally important the student assists our patrons in a knowledgeable and professional manner.



## Remuneration

\$3,600.00 monthly\* salary

*\*Monthly Payroll: UBC pays monthly employees on the 15<sup>th</sup> day of the month and the last day of the month. Employees who work a portion of a monthly period will receive a pro-rated paycheque. For example, employees who work August 1 – 10 will receive a pro-rated paycheque on August 15.*

## Anticipated Hours

Monday – Friday; 9:00am – 5:00pm

Occasional evenings and weekends may also be required

## Supervision Received

This position reports directly to the Manager – UBC Camps, with additional support from the Coordinator - UBC Camps and UBC Recreation’s marketing team. This position works under direct supervision both independently and in a team environment. The employee works under a set of policies and procedures and is expected to defer to the supervisor when any judgment or decision making outside these parameters is required. The role maintains regular contact with the supervisor through email, phone and in-person interactions.

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## Education and Experience

- Previous recreation programming and/or event experience
- Previous experience working in a camp environment
- Previous photography and/or multimedia experience

## Knowledge, Skills, and Abilities

- Strong working knowledge of Adobe Lightroom, Photoshop, and InDesign
- Strong working knowledge of Adobe Premier Pro an asset
- Strong working knowledge of MS Word, Outlook and Excel
- Enthusiastic, self-starter, organized and responsible with a proven ability to learn quickly
- Writing, editing, communication and project management skills
- Able to work in a team environment and independently
- Ability to exercise sound judgment when planning and solving problems
- Excellent time management and organizational skills
- Experience working with social media platforms
- Excellent written and oral communication skills
- Experience producing marketing copy for advertising an asset
- Ability to provide a Criminal Record Check with Vulnerable Sector Check
- Current Standard First Aid and CPR-C with AED certification
- Ability to use personal cell phone for work purposes, including data required

## Preferred Qualifications

- Ability to speak Mandarin or Cantonese
- Valid Class 5 Driver’s License
- Valid Class 4 Driver’s License an asset



## Anticipated Learning Outcomes

- Enhanced understanding of recreation programming
- Enhanced communication techniques
- Enhanced customer service skills
- Enhanced photography, multimedia, and marketing skills and abilities

## How to Apply:

Submit a cover letter, resume, along with the appropriate documents to answer the pre-screening question below, and three references with contact information to Michael Carroll, Manager – UBC Camps, Athletics and Recreation by submitting an **online application** at [www.recreation.ubc.ca/camps/employment](http://www.recreation.ubc.ca/camps/employment) by **February 12, 2023 at 4:00pm**. Due to a large number of applicants, only those applicants selected for interview will be contacted. *Late or incomplete applications will not be reviewed. Interviews will be conducted February 14-17, 2023.*

## Pre-Screening Question:

1. Create an Instagram Post
  - a. Create an Instagram Post to promote Mini World Cup. Provide the text and the image you would use for this post.
2. Photography or Videography Examples
  - a. If you have an online portfolio please provide the link(s) below. Specifically, if you have any RAW photo or video files that you can share via a DropBox or Google Drive link that would be appreciated. When providing each link please also give a short overview of the project.

UBC hires on the basis of merit and is strongly committed to equity and diversity within its community. We especially welcome applications from visible minority group members, women, Aboriginal persons, persons with disabilities, persons of minority sexual orientations and gender identities, and others with the skills and knowledge to productively engage with diverse communities. All qualified candidates are encouraged to apply; however Canadians and permanent residents will be given priority.