

Work Study Position Title: **Digital Content Creator**

**Department / Unit Overview:**

The Student Services Centre at Trinity College in the University of Toronto is comprised of the Office of the Registrar and Office of the Dean of Students. The Student Services Centre is meant to be a student's one-stop shop for any questions or concerns they have during their time at Trinity College. The staff in the Student Services Centre work together to support students in their academic life, residence life, and student life. The staff work to address and answer questions and issues, while making the appropriate referrals to resources and supports both on and off campus.

**Position Description:**

Supervised by the Office of the Registrar, the Digital Content Creator will be responsible for producing engaging, student-centered content that highlights campus life, student experiences, and career development topics and opportunities. This role plays a key part in promoting sessions and events, sharing student success stories, engaging with alumni and amplifying resources offered through Trinity College's Student Life and Career Services.

Working closely with the Academic Advisor, Career Exploration and Education, the content creator will develop digital media-such as videos, graphics, social media posts, and blog content-that resonates with current and prospective students. This role is ideal for a creative, self-driven student who is passionate about storytelling, student engagement, and helping peers connect with valuable campus resources. They will also be comfortable working both in front of and behind the camera also including the use of voice overs in video content.

**Key Responsibilities:**

Create and schedule social media content related to student life, leadership, internships, career development, alumni mentorship and other relevant topics.

Document and promote events, workshops, and campus initiatives through photography and video.

Collaborate with staff and other student creators to amplify student voices and success stories.

Track trends to keep content relevant, engaging, and aligned with student interests.

Periodically edit content to be formatted for Quercus, Social Media platforms and online spaces

Integrating Work Integrated Learning principles by:

Skill development: student will develop professional, communication and administrative skills along with digital and technical skills that include the use of content tools and platforms and social media management

Workplace experience & belonging: there will be exposure to professional environments including in office as well as remote where they will learn how to navigate workplace culture, understanding of workplace expectations such as reliability and accountability and build professional networks through interactions with staff, alumni and outside parties

Academic connection: developing transferable competencies employers value through communication, marketing and media as well as team work on projects with other student staff

Career reflection & growth: student will have the ability to create reflection driven content that show the bridge between academic and future career possibilities through content that is created and posted, which will not only serve the audience but the student staff themselves

### **Qualifications:**

#### **Essential skills:**

Excellent written and verbal communication skills.

Ability to work independently, meet deadlines, and manage multiple projects at once.

Interest in student engagement, campus life, and career development topics.

Strong attention to detail and creativity.

Preferred skills:

Strong understanding of major social media platforms (e.g., Instagram, TikTok, LinkedIn, YouTube, X, Quercus, etc).

Demonstrated experience with creating digital content (e.g., photography, video editing, graphic design, blogging, or vlogging).

Familiarity with design and editing tools such as Canva, Adobe Creative Suite, CapCut, iMovie, Garage band or similar platforms.

Experience managing or contributing to a social media account, blog, or digital campaign.

Knowledge of branding, storytelling, and digital strategy best practices.

Accessibility Considerations:

Regularly transports small items between 2-15 lbs

Spends the majority of the shift moving between spaces/stations

Occurs in a hybrid environment

Occurs in a number of different settings across campus

Liaises with partners within and external to the hiring department, both in-person and via video conferencing or other electronic means

Works with tight and/or frequent deadlines

Has a significant amount of independent work with limited oversight and direction

Commitment to Accessibility: I confirm accommodations will be made available as needed by the candidate

**Skills:**

Communications and Media

Creative Expression

Design Thinking

Knowledge Creation and Innovation

Technological Aptitude

Scholarship Recipients:

No preference will be given to scholarship recipients

Application Information

Application Deadline: September 20, 2026 11:59 PM

Department / Unit: Office of the Registrar

Supervisor's Name: Cherryl-Lyn Olamuyiwa

Supervisor's Title: Academic Advisor, Career Exploration and Education