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Position: Digital Influencer

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## WHAT WE STAND FOR

The Mohawk Students' Association exists to ensure all Mohawk Students achieve personal success in their college experience and beyond. We empower Mohawk Students to create a community they can lean on for positive experiences, relevant supports, a listening ear, and a strong voice so they can achieve this success.

Led by the Executive Director and an elected Student Board of Directors (BOD), we are a Non-Profit Organization that supports students through our Areas of Focus:

- Advocacy & Leadership
- Engagement & Support
- Sustainability & Operations

While we are a separate organization from Mohawk College, we work collaboratively with the college to reach our goals.

## MY MSA TEAM

We live our values to ensure we achieve our **Student Driven** Vision and Mission. **In This Together**, we collaborate in transformative ways within and beyond our departments, helping wherever we are needed. We **Believe it's Possible** by focusing on outcomes rather than outputs. We prioritize **Foster Belonging**, where all staff members feel purposeful and supported as their authentic selves. And we share and learn through the power of **Storytelling**.

## MY COMMUNICATIONS TEAM

The MSA Communication Team is a department within the Student Experience Team (Communications, Programming, and Student Services) that handles the core communication execution responsibilities at the MSA. The team values creative diversity, and all members are encouraged to bring new ideas and their own creative passions to the table – have a

## OUR VALUES



### Student Driven:

We are passionate about Mohawk Students and all our efforts are devoted to enhancing their experiences.



### In This Together:

Collaboration built on trust across the Mohawk community is essential to ensure every student interaction matters.



### Believe it's Possible:

Fueled by outcomes and insight, we strive to find solutions for how we can meet the evolving needs of students.



### Foster Belonging:

We connect the Mohawk Community to ensure everyone feels invited, welcomed, and included as their authentic self.



### Storytelling:

We strive to tell, share, and learn from stories in meaningful ways.



communication method you're super passionate about? Let's see how we can incorporate it!

## WHAT YOU DO

As a Digital Influencer, fellow Mohawk students will, using social media and other digital platforms, follow your personal college and MSA experiences and be encouraged to maximize their own college experience.

### What Success Looks Like in This Role:

You have a passion for storytelling and digital communication (and often find yourself humming trending audio sounds), working for and co-creating experiences with students. You bring a positive energy each day to help build communities while fostering belonging. You play an active role in humanizing the MSA brand.

### Primary Accountabilities:

- Sharing your personal Mohawk College and MSA experiences to help other students navigate available supports and services, and learn about events.
- Assessing the impact of documenting your digital journey (what student behaviours is your content driving?).

## HOW YOU DO IT

### Responsibilities

- Planning your weekly 'influencer' content. This could look like:
  - Writing weekly blog posts.
  - Filming weekly videos for Facebook, and Instagram reels.
- Assisting with curating engaging content for different social media platforms.
- Working with the student photographer and videographer to brainstorm stock content ideas.
- Brainstorming and executing in-person engagement pieces.

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## OUR MISSION

We empower Mohawk Students to create a community they can lean on for positive experiences, relevant supports, a listening ear, and a strong voice.

## OUR VISION

All Mohawk Students achieve personal success in their college experience and beyond.

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- Listening to and collecting feedback from students.

### What you Need in Education, Experience and Training for your Department:

- Currently enrolled in a Mohawk College program.
- In good standing with the college (60% minimum grade average).
- Legally eligible to work in Canada.
- Ability to work independently and as part of a team.
- Experience with different digital platforms (primarily Instagram, Facebook, and Tik Tok).
- Comfortable being on camera and using a cellphone to record videos.
- Strong writing skills.
- Good organizational and time management abilities.

### What Knowledge, Skills and Attitudes that you require:

- Passion for working for and with post-secondary students.
- Ability to motivate and encourage people.
- Desire for lifelong learning.
- Ability to work independently with minimal guidance.
- Excellent communication and interpersonal skills.
- Exceptional organizational skills.
- Positive energy and attitude – good vibes only!

### Physical Demands/Work Environment

- Standard work hours are up to 10 hours per week.

### EQUITY, DIVERSITY AND INCLUSION

The MSA seeks qualified candidates who share our commitment to equity and inclusion, who will contribute to the diversification of ideas and perspectives, and especially seeks applications from indigenous (First Nations, Métis or Inuit) peoples, members of racialized communities, persons with disabilities, women, and persons who identify as 2SLGBTQ+.

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## JOB DESCRIPTION

### Reports To:

Communications  
Manager

### Department:

Communications  
(Student Experience)

### Classification:

Part-Time Contract  
(Up to 10 hours per  
week)

### Location:

Fennell Campus with  
possible travel to other  
campuses

### Pay Band:

\$17.00/hour

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## HOW TO APPLY:

Please apply to [msainfo@mohawkcollege.ca](mailto:msainfo@mohawkcollege.ca).

Please include 'Digital Influencer' in the e-mail subject line followed by your last and first name, and attach your resume and cover letter.

If you have any questions regarding the hiring process or you require accommodation in the interview process, please reach out to: [msarecruit@mohawkcollege.ca](mailto:msarecruit@mohawkcollege.ca).

The expected flexible start date is August 29<sup>th</sup>, 2022. The contract will end on April 7<sup>th</sup>, 2023.

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## EQUITY, DIVERSITY, AND INCLUSION

Equity and Diversity are core MSA values engrained in the work that we do to support Mohawk students.

The MSA believes the commitment to our values of equity, diversity, and inclusion requires continuous care. It's about fostering a culture of open-mindedness, compassion, and inclusiveness among individuals and groups, where leadership is made up of different people with diverse perspectives.

The MSA is actively building a community where everyone is encouraged and celebrated to be themselves and whose members have diverse cultures, backgrounds, and life experiences in order to challenge and dismantle systemic oppression.

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