ACADIA
DIVINITY COLLEGE

College Assistantship: Social Media Assistant

Number of Students Needed: 1

Supervisor: You are accountable to the Communications Coordinator **and** Manager of Recruitment and Marketing.

Description: The Social Media Assistant seeks to be an active member of the ADC community, keeping a finger on the pulse of campus life and the ADC student experience. They provide hands-on support to the Communications Team – brainstorming, gathering, organizing, creating, and tracking engaging content across ADC's social media platforms that support the College's broader communications, marketing, and recruitment efforts.

Key Responsibilities:

Under the direction of your supervisor, you will perform the following:

1. Collaborate with the Communications Team to gather material, create and schedule social media content (Facebook, Instagram, TikTok, Threads, LinkedIn) consistent with ADC's brand voice and style guide.

2. Bring forward ideas for new social media content, formats, or campaigns that could strengthen ADC's online presence and support the college's broader marketing and recruitment efforts.

3. Stay attuned to student life on campus and ADC's presence in the wider community – capturing and creating engaging content that gives audiences (including prospective students, partners, and alumni) an authentic, ongoing look at the ADC experience.

4. Assist with competitor / market research for campaign and content ideas.

5. Maintain and organized asset library (photo, video, audio, graphics), in coordination with the Communications & Digital Media Assistant.

6. Assist with basic performance tracking and reporting on ADC's social media content (engagement, reach, follower growth).

7. Monitor comments and messages on ADC's social media channels, flagging items that require your supervisor's attention.

8. Support your supervisor with other social-media related tasks and responsibilities as needed, including, but not limited to, event coverage and seasonal campaigns, as directed by your supervisor.

   *Proficiency with photography / videography / video editing an asset.

Reporting:

You are required to record your time on a weekly timesheet and submit it to your supervisor.

Location:

This position offers a mixture of on-site and remote work opportunity at the direction of your supervisor. The Social Media Assistant position would be ideal for an on-site or hybrid student, but we are open to a conversation.

Schedule:

Generally, you are required to work an average of **5-6 hours per week** throughout the fall and winter terms, **up to a maximum of 132 hours for the academic year**. As this role is project-based, the number of hours may vary from week to week, with additional hours accumulated around certain events or projects.

The position requires some flexibility, as work will be assigned according to the needs of the Communications Team.

Your supervisor will prioritize responsibilities as needed to ensure that the work remains within the hours allotted to the College Assistantship.

Your responsibilities begin and end on the following dates.

Fall Term:	Between September 14, 2026, and December 11, 2026, inclusive
Winter Term:	Between January 11, 2027, and April 9, 2027, inclusive

Work may also be assigned during the two reading weeks.

Fall Term	Between October 13, 2026, and October 16, 2026, inclusive
Winter Term	Between February 16, 2027, and February 19, 2027, inclusive

For specific dates, visit https://acadiadiv.ca/academic-calendar/#dates

If you are unable to report to work due to illness or a family emergency, you are responsible for informing your supervisor immediately and arranging an approved replacement when your assigned responsibilities require coverage. Any replacement must be selected from the approved list of students who have received a College Assistantship bursary.

Remuneration:

A College Assistantship is granted for the academic year and provides remuneration of **$2,400**, inclusive of vacation pay.

I understand and agree to fulfill the responsibilities of this position.

Date: _____

Student: _____

Supervisor: _____