STUDENT JOB DESCRIPTION

Job Title: Communications Assistant

Department: Housing & Conference Services

Supervisor Title: Marketing & Communications Coordinator

Last Reviewed: October 2026

JOB PURPOSE:

Reporting to the Marketing & Communications Coordinator, the Communications Assistant will be responsible for assisting with updating social media and other media platforms, the creation of social media content, the creative design of promotional materials and campaigns, and note taking and technical assistance during meetings and webinars. The Communications Assistant is a hybrid position and must be able to work independently with minimal supervision.

KEY ACTIVITIES:

- Creation of engaging social media campaigns that align with marketing strategies.
- Design social media content across multiple platforms (Instagram, TikTok, Facebook, YouTube).
- Engage with audiences through content, comments and direct messaging where relevant.
- Collaborate with student staff and volunteers to generate and edit engaging video content.
- Assist with event promotion, planning, and execution of programs including Open House, Ontario Universities Fair, ToursPlus, residence tours and other Housing & Conference Services key events.
- Provide technical support for webinars and presentations.
- Update text and media on the Housing & Conference Services website using a content management system (CMS).
- Compile data detailing the use of communication outlets and provide suggestions for improvements based on observations.
- Ensure the privacy and confidentiality of student information is upheld.
- Other duties as assigned.

EXPERIENCE/QUALIFICATIONS REQUIRED:

- Currently enrolled in a degree program in Marketing, Communications, Information Technology, Digital Media or related field is considered an asset
- Experience creating engaging digital content on social platforms is considered an asset
- Excellent communication and interpersonal skills
- Demonstrated ability to work individually and collaboratively as part of a team
- Excellent attention to detail including copywriting and editing skills
- Effective time management skills and ability to prioritize tasks to meet strict deadlines
- Strong technical abilities with proficiency in webinar, design and content management software (Microsoft Teams, Zoom, Canva, Adobe and PowerPoint)
- Understanding of AODA requirements and guidelines
- Ability to work independently with limited supervision.
- Willingness to work some evenings and weekends, as required.

CONDITIONS OF EMPLOYMENT:

- Maintain status as a full-time student
- Achieve and maintain a “Good Standing” academic status
- Maintain good financial standing with the University
- Obtain a clear police record check
- Maintain a clear student conduct history with the University
- Maintain confidentiality regarding student information and incidents
- Trent University is committed to an inclusive and accessible work environment. Students requiring accommodation are encouraged to discuss their needs with their supervisor.