

Communications and Marketing Assistant

Position Type:	Student Hourly
Term:	May 2026 – April 2027
Time Commitment:	Mandatory in-person training (dates tbd) May 2025 – April 2026, 15-20 hours per week
Campus:	Primary: UFV Abbotsford campus, in person Occasionally: UFV Chilliwack campuses, in person
Direct Supervisor:	Operations Coordinator, Student Wellness
Wage:	BC Minimum Wage + 10% in lieu of vacation and benefits

PRIMARY FUNCTION

The Communications and Marketing Assistant supports the promotion of wellness programs and resources at UFV through social media, digital content, and campus outreach. This role creates clear, inclusive communications that help students understand and access available supports.

Working under the guidance of professional staff, the assistant develops accessible content that helps maintain consistent messaging across platforms.

RESPONSIBILITIES

- Execute marketing and communication tasks under the guidance of professional staff.
- Create and schedule engaging social media posts, stories, and reels to promote programs and resources; repost relevant content from campus and community partners.
- Monitor basic social media engagement and share metrics with staff.
- Respond to general comments or direct messages under staff guidance.
- Support the promotion of workshops, campaigns, tabling, and events through digital and in-person outreach.
- Maintain and update campus bulletin boards and other designated promotional spaces.
- Ensure messaging is clear, student-centered, and aligned with UFV's priorities.
- Perform additional related duties as needed.

QUALIFICATIONS/SKILLS

- Demonstrated experience in social media, marketing, or related tasks, with the ability to provide examples of previous work.
- Keen eye for design and strong attention to detail.
- Basic understanding of analytics and how to track engagement.
- Comfortable using Canva and Instagram (posts, stories, reels); experience with additional platforms and video editing is an asset.
- Highly organized and dependable, with excellent time management skills and ability to meet deadlines.

- Strong written communication skills, with the ability to write clear and concise captions.
- Familiar with accessibility practices in digital communication, including plain language and inclusive design.
- Ability to take initiative and work independently while taking direction from staff.
- Open to feedback and constructive critique.
- Interest in supporting student mental health and wellbeing initiatives.

REQUIREMENTS

- Current UFV student enrolled in full-time credits; must have completed at least two semesters at UFV by the start of the term.
- Must be in Good Academic Standing (minimum CGPA of 2.0) and maintain this status throughout the term.
- Participate in team meetings, trainings, and planning sessions.

Your health and safety remain our number one priority, and all job duties will comply with UFV's campus access procedures and current government Health and Safety guidelines. We invite all students to apply for this position, inclusive of gender identity or expression, sexual orientation, cultural background, or personal experiences with mental health and wellness.

BENEFITS OF THE POSITION

- Build a professional portfolio of social media, design, and communications work.
- Gain hands-on experience in digital marketing within a post-secondary setting.
- Receive mentorship and professional feedback.
- Develop skills in accessible design, inclusive communication, and student engagement.
- Access training in mental health, wellness promotion, and equity-informed practice.