

Position Title(s):	Social Media Assistant
Department	School of Nursing
Reports to:	Associate Director, Innovation, Operations and Administration
Employment Status:	Up to 14 hours/week for 16 weeks
Start Date	January 1, 2027
End Date	April 30, 2027
Renumeration	\$17.95/hour (work study hourly rate)

Job Summary	The Nursing Student Social Media Assistant supports the School of Nursing's digital communications and engagement initiatives through the creation and promotion of content for the School's social media channels. Working under the direction of the Associate Director, Administration, Operations and Initiatives and in close collaboration with QHS Communications, the student will help showcase student experiences, academic programs, research achievements, faculty accomplishments, community partnerships, events, and other School initiatives. The Social Media Assistant serves as a student voice within the School and contributes to enhancing the visibility, reputation, and engagement of the School of Nursing through creative, timely, and audience-focused communications.
Required Qualifications	• Registered as a Nursing student in second year or higher at Queen's University. • Strong written and verbal communication skills. • Demonstrated interest in social media, marketing, communications, or digital storytelling. • Experience creating content for social media platforms such as Instagram, Facebook, LinkedIn, and X. • Strong organizational skills and attention to detail. • Ability to work independently while meeting deadlines. • Professionalism and discretion when handling information and representing the School.

Preferred Qualifications	• Experience with graphic design tools such as Canva or Adobe Creative Cloud. • Experience creating and editing short-form video content. • Knowledge of social media analytics and engagement strategies. • Photography and videography experience.
Skills and Competencies	• Creativity and initiative • Strong interpersonal and communication skills • Writing and editing proficiency • Digital literacy and technology agility • Time management and organization • Collaboration and teamwork • Professional judgment and accountability

KEY DUTIES AND RESPONSIBILITIES

- Create and curate engaging content for School of Nursing social media accounts.
- Attend School events, student activities, and special initiatives to gather photos, videos, and stories for social media promotion.
- Develop written content, captions, graphics, and short-form videos that align with School and university communication guidelines.
- Identify and promote student achievements, faculty accomplishments, research activities, and community engagement opportunities.
- Assist with social media planning and content calendars.
- Collaborate with QHS Communications to ensure content reflects institutional branding, accessibility standards, communication priorities, and monitor account activity and engagement and escalate inquiries to appropriate staff as required.
- Support campaigns related to student recruitment, orientation, awareness events, and key School milestones.
- Maintain a professional and responsible online presence while representing the School of Nursing.
- Perform other communications-related duties as assigned.

This position provides students with practical experience in communications, marketing, digital content creation, event promotion, brand stewardship, and partner engagement within a post-secondary healthcare education environment.

How to apply: Send a cover letter and resume to nurs.hr@queensu.ca by **October 1, 2026.**