

Position Summary

Queen's University – General Staff

Position Title: **Advertising Assistant**

Department: Student Academic Success Services (SASS)

Work Study Job #: FW26Q127

Effective Date: September 2026

Location of Work: Stauffer Library

Job Description

Student Academic Success Services (SASS) provides academic skills and writing support to Queen's undergraduate, graduate, and professional students at all stages of program completion and all levels of ability, with specialized programming for multilingual, first-year, and neurodivergent students. Through 1:1 appointments, workshops, and online resources, SASS supports students in developing their skills in critical thinking, reading, learning, studying, writing, and self-management.

Reporting to the Outreach Manager, the Advertising Assistant provides promotional and advertising support to Student Academic Success Services. The incumbent will provide assistance for the unit's communications, facilitate the unit's social media presence, and design and distribute promotional materials (videos, graphics, copy) for the unit's programs and services, particularly in support of the outreach effort to the incoming class and to QTBIPOC and other equity-seeking student groups on campus.

Key Responsibilities:

- Contribute to the unit's outreach and communications plan; coordinate communications, participate in promotional activities as required, and support efforts to build brand recognition and awareness of SASS services.
- Design and distribute promotional materials (graphics, videos, copy and/or other forms of media) in accordance with communications and promotional plans.
- Schedule, post, and oversee social media content and engagement.
- Interact with users and students on social media and by email (answer questions, provide resources/materials, etc.)
- Use analytics to track engagement with communications and social media.
- Provide insights/suggestions and recommend/participate in implementation of revisions to communications and social media campaigns.
- Speak to small groups of incoming students at Orientation and pre-Orientation events.
- At the Manager's direction, liaise, and collaborate with partner units including Four Directions Indigenous Student Centre, Yellow House, Queen's University International Centre, and the Student Experience Office, on social media and other outreach campaigns.
- Assist in the design and execution of focus groups and other research designed to support the unit's outreach with QTBIPOC and other equity-seeking students.
- Collaborate with student leaders and professional staff on the design and execution of social media campaigns.
- Lead or liaise with SASS' team of student volunteers to promote SASS' student-led services.
- Advise senior staff of issues that require their attention; refer complex problems to senior staff when appropriate; keep Manager apprised of changes to plans and schedules that affect delivery or service.

- Use digital design software (Canva or similar), video editing software (iMovie, OpenShot, or similar), social media management and scheduling software (Sprout Social), mass mailing software, and Microsoft Office 365 suite as applicable.
- Undertake other duties/activities as required (monitoring stories/posts, providing timesheets, etc.).

Qualifications:

- Ability to create promotional materials that align with Queen's University brand guidelines while supporting SASS' unique communications and brand needs.
- Familiarity with digital tools/platforms, including Microsoft Office 365 and design editing software such as Canva, with a willingness to learn new tools as needed.
- Strong written and verbal communication skills, with an ability to create engaging content for student audiences.
- Experience or interest in social media, digital communications, marketing, or promotional content creation.
- Strong organizational and time-management skills, with the ability to manage multiple tasks and deadlines.
- Strong self-management skills, with the ability to prioritize tasks and collaborate effectively with students, SASS staff, and other campus partners/departments.
- Strong interpersonal skills; confident communicating with students in person, in writing, and through social media.
- Interest in creating/building inclusive, accessible, and engaging communications and materials for all students.
- Previous experience in communications, marketing, graphic design, social media, or student engagement is an asset, but not required.

Skills / Highlights:

Graphic Design, Advertising, Marketing, Social Media Management, Communications,
Student Engagement

To apply, please submit your cover letter, resume, and portfolio or examples of relevant work to academic.success@queensu.ca by August 24th 2026 by 11:59pm. Examples of relevant work may include social media content, graphic design, videos, or other digital projects.