



MoveU

Social Media & Content Creation Assistant



POSITION TITLE: MoveU Social Media & Content Creation Assistant

NUMBER OF OPPORTUNITIES: 2

DEPARTMENT: Faculty of Kinesiology & Physical Education

PAY RATE: \$20.00/hour

HOURS: 10 hours per week from August 2025-April 2026

Note: This is a casual job that will become a work-study position in early September. Applicants must meet work-study requirements to apply.

Overview of MoveU:

MoveU is an energetic, passionate, hard-working team of work-study students and volunteers dedicated to making physical activity a part of every University of Toronto (UofT) student's life. Launched as a campaign in 2012, MoveU aimed to promote physical activity as a wellness strategy and spread the message that physical activity doesn't mean taking a break from your work, but rather, being physically active is you at your most productive. Today, MoveU maintains the same values and continues as a branch of Sport and Rec, working to make physical activity opportunities that are accessible and welcoming for all activity levels (with a focus on beginners) and all body types. We focus on participation and enjoyment; our participants are too busy having fun to realize all the exercise they're getting!

Reporting to the Assistant Manager, Physical Activity and the Coordinator PA, and working closely with the KPE Communications staff, the Videographer and Social Media Assistant will:

- Capturing photos and videos of MoveU Events, activities, participants (with permission!), staff, and volunteers
- Content creation and editing for social media and promotions
- Updating and maintaining the social media accounts, including Instagram, Facebook, MoveU newsletter, and YouTube
 - Engaging with social media accounts and growing following
 - Promoting events
- Collecting and analyzing social media stats
 - Creating end of semester report of stats/feedback collected (December, April)
- Lead weekly orientations of our Sport & Rec Facilities through tours and programs
- Promote Sport & Rec, MoveU and partner programs' events and activities
- Attend all mandatory team meetings
- Aid in the facilitation and execution of MoveU Events and activities
- Other tasks directed by Assistant Manager Physical Activity

MINIMUM QUALIFICATIONS:

- Must meet work-study requirements.
- Some evenings and weekends required.
- Must be available in-person starting August 2025.

Education:

- University of Toronto St. George student enrolled in the 2025-2026 fall/winter school session, and in good academic standing.

Course Load Requirements:

- Domestic undergraduate and graduate degree student enrolled in a minimum of 2.0 credits per year and 0.5 credits per semester (i.e. minimum is 0.5 credits one session, 1.5 credits in the other).

OR

- Full-time international undergraduate and graduate students enrolled in a minimum of 3.0 courses per year and 0.5 credits per semester. Part-time not eligible.

Work-Study Requirements:

- Be a University of Toronto student.
 - Graduate students must be registered as defined by their college/faculty in order to be eligible.
 - Non-degree students are *not* eligible for Work Study.
 - Students doing a placement (e.g. co-op work term) already are *not* eligible for Work Study.
 - Students registered in the Toronto School of Theology are *not* eligible for Work Study.
- Students are permitted to accept only ONE Work Study position per program period.
- Students must meet the Work Study sessional load requirements (see below) at the time of application.

Skills:

- Reliability, punctuality and maturity are essential
- Experience with videography equipment (owning videography equipment is an asset)
- Interested in communications, marketing, and design
- Excellent oral and written communication skills
- Strong organizational and problem-solving skills
- Appreciation of diversity issues and respect for individual choices
- Knowledge of Microsoft Word, Excel, Teams and PowerPoint software
- Self-motivated with ability to take creative initiative

Co-curricular Record Competencies developed:

- Health promotion
- Goal-setting and prioritization
- Teamwork
- Technological aptitude
- Communications and media
- Project management

Incumbents MUST be available for mandatory training in August 2025.

Please apply with resume and cover letter by July 23, 2025 to:

Julia Esterhammer

Assistant Manager, PA, Sport & Rec

Faculty of Kinesiology & Physical Education, University of Toronto

55 Harbord St, Toronto, ON

julia.esterhammer@utoronto.ca