

Job Title:	Communications Coordinator	Start Date:	November 2025
Location:	BUSU Office	End Date:	April 2025
Salary:	\$17.60/hr	Hours:	Up to 10 hours/ week
Supervisor:	Communications Manager	Posting open:	October 14, 2025
Applications accepted by:	Cover letter, social media portfolio and CV should be sent to Dayna Hunsburger dhunsburger@brockbusu.ca	Posting closed:	November 6, 2025

Are you a budding marketing and communications professional? Do you consider yourself a social media savant? A Canva Caravaggio or TikTok Tarantino? We are looking for creative and organized individuals with a keen eye for detail to create, edit and publish graphic, video and written content for our social media.

BUSU is committed to providing their student staff with quality work experience during their undergraduate studies. BUSU is a student-first organization, committed to working around your school schedule, and providing a student friendly work environment.

RESPONSIBILTIES:

Social Media

- Creating engaging and effective content for Instagram and TikTok (also occasionally Facebook, BeReal) to fulfill the needs of BUSU's posting schedule, which will include content regarding elections, events, BUSU businesses, services, advocacy initiatives and more.
- Follow social media trends and formulate original content ideas
- Ensure BUSU's social media cover photos, pinned posts, profiles, etc. are always up to date.
- On occasion, you will be required to attend BUSU/Brock events, to film/photograph or live stream to social media.
- Meet with, as needed, various Managers within BUSU to discuss their social media goals and needs
- Research, plan and execute, with the Senior Manager of Marketing and Communications, social media campaigns to increase followers, strengthen relationships with existing followers, and improve engagement.
- Stay up to date with social media platform features/changes and ensure BUSU is using each network to its full potential.
- Utilize various technology to create social media content as required, including SLR cameras for taking photos, Canva to create graphics, Social Bakers to publish content and access analytics.
- Comfortable in front of camera and videos to promote various events and services.

General Marketing and Communication

- Use Microsoft Planner project management software to respond to requests for marketing and communication support
- Assist in the planning of promotional, marketing and awareness campaigns for BUSU services, events, businesses and governance efforts.
- Support marketing department in marketing preparation, including putting up posters, handing out flyers, banner finishing, laminating, data entry, etc.
- Other marketing and communication duties as required.
- May need to work some of the allocated hours outside of BUSU's normal business hours.

SECTION 2: POSITION REQUIREMENTS

- Excellent planning, organization and time management skills.
- Creative and innovative.
- Excellent team player, but also able to work independently.

- Strong oral and written communication skills.
- Strong working knowledge of Instagram, TikTok and LinkedIn
- Some knowledge of Facebook, Twitter and Snapchat
- Working knowledge of video editing on a mobile device using CapCut, Canva or similar software.
- Comfortable in front of the camera, as well as filming and adding voiceover
- Knowledge of BUSU services.
- Computer skills (word processing, spreadsheet, database, internet).
- Ability to resolve conflict in an effective and diplomatic manner.
- Strong interpersonal skills.
- Ability to work effectively in a fast-paced environment.
- Legally eligible to work in Canada
- Must be a registered undergraduate student at Brock University during the term of their employment

SECTION 3: WORKING CONDITIONS

PHYSICAL ENVIRONMENT: Event locations will change regularly. Working in outdoor and indoor environments. Weather can be a factor in work environment.

SENSORY ATTENTION: Working with and communicating with students, staff and community members. Job requires a high level of concentration and focus.

MENTAL STRESS: The Communications Coordinator must be able to work flexible hours in order to be successful. Must be able to work in fast paced environment and work through complex situations

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

BUSU is an Equal Opportunity Employer.

Note: If you require accommodation at any time throughout the application process, or if this information is required in an accessible format, please contact kswiatek@brockbusu.ca and we will be happy to provide appropriate assistance pursuant to BUSU's Accommodation and Accessibility policies.