

POSITION TITLE: Social Media Content Creator, Peer Health Educator

UNIT & DEPARTMENT: Health Education & Promotion, Student Counselling, Health & Well-Being

ELIGIBILITY: Full-time Domestic and Full-time International students. Must be [work/study eligible](#) and must complete the [online Student Financial Profile](#).

NUMBER OF POSITIONS: 2 positions on Keele Campus.

RATE OF PAY: \$16.00/hr.

EMPLOYMENT TERM: Fall/Winter 2022-23.

HOURS OF WORK: 10-15 hours per week.

LOCATION: The position is intended to work on-campus and those interested should only apply if they can be present on the Keele campus during designated work hours. In the event the university decides to pivot to a remote work environment again, SCLD will determine how to best utilize staff to continue to run operations.

The Work Study Student program provides on-campus job opportunities for eligible York University undergraduate students. Work Study Student employees are provided opportunities to contribute to support roles while developing valuable, relevant skills and work experience for the workplace. These roles offer a learning and development opportunity for Work Study Student employees to receive experiential on-the-job training, guidance and mentorship. Under the guidance of permanent staff members, Work Study Student employees will provide support to their relevant department/faculty in clerical, administrative and technical capacities. As part of your Work-Study/LEAP experience, you will participate in Becoming YU, a program designed to support students in:

- creating meaningful goals and objectives;
- recognizing the value of their personal, academic and professional experiences;
- identifying their competencies and skills; and
- articulating their skills and experiences with confidence. Becoming YU includes regular meetings with your student employment supervisor/coach for reflecting on your progress and getting valuable feedback

JOB DESCRIPTION:

Peer Health Educators (PHEs) are part of the LEAP work/study program. They are responsible for advocating and educating on various health topics targeting the student population.

These topics include: Alcohol and Other Drugs, Mental Health, Resilience & Healthier Coping Strategies, Nutrition, Sexual Health & Healthy Relationships, Physical Health and Sleep.

PHEs are trained to disseminate health information to students by engaging community programming and delivering workshops. They provide students with custom resources and use health promotion tools to engage in topics related to student well-being.

PHEs enhance understanding and access to mental health resources. This is critical to reducing stigma and promoting early help-seeking.

PHEs are responsible in utilizing their excellent research skills on topics that matter the most to student well-being. Their research based on a harm-reduction and anti-oppressive framework to support and educate their peers on these topics.

PHEs also provide wellness consultations and individual supports through an empathetic tone and non-judgmental attitude.

It is expected that the PHEs will set a positive example by conducting themselves in a manner that aligns with Health Education & Promotion Guidelines and the Student Code of Rights and Responsibilities.

REQUIRED QUALIFICATIONS: *[Include complete, detailed position qualifications here.]*

1) Demonstrated Social and Digital Media Skills

We live in an increasingly digital and fast-paced world, and everyday there are new modes of communication and trends that change the way that we share messages to a wide audience. It's important that you are up to date on these different trends and have a keen interest in the areas of social media (including but not limited to TikTok, Twitter, YouTube, Instagram and Snapchat), web applications (including WordPress) and other technology.

2) *Demonstrated passion for Student Well-Being*

The candidate must....

- Have a passion for supporting student well-being and mental health initiatives
- Being able to take dense data from PHE research to convert to bite-size data around health promotion and student-well-being
- Have excellent communication skills: public speaking and presentation proficiency
- Knowledge of current student-well-being issues and barriers to access support
- Knowledge of York's services and current well-being resources for students
- Strong organizational and time management skills
- Demonstrate an eagerness to learn and take initiative with an experimental attitude
- Ability to work on a team and work independently. This role crosses several teams (A&R, Communications Team at SCLD and York Communications) and requires diplomacy, tact and organization

MANDATORY TRAINING DATES:

- Peer Leadership Training Conference (TBC - May 2022)
- Peer Health Educator - Live Training: August 22 – August 26 2022. Training takes place typically 9am-4:30pm (30 hours). Full availability required.
- Communications Training (August 29-Sept 3)

- Health Promotion Foundational Modules 15 hours (asynchronous), must be completed before August 2022.

REQUIRED DOCUMENTS AND ASSIGNMENTS FOR APPLICATION:

1. Resume
2. Cover letter questions (max 250 words)
 - a. Why do you want this position?
 - b. What health topics are you most passionate about and why?
 - c. What are the benefits of doing health promotion digitally? What are the challenges you anticipate?
3. Social Media Assignment – Debunk a Health Myth

Social Media Assignment – Details for submission

This assignment is your opportunity to showcase how you would create health specific messaging for York students in a captivating and engaging way. The purpose of this assignment is to test your ability to use social media and digital media tools to convey a compelling story that would increase engagement on the topic.

You may choose whatever social media platform you feel strongly represents your skills. Any social media medium that is accessible through hyperlink (e.g. facebook, youtube, Instagram etc).

There is no minimum or maximum amount of content. For some people they may be able to convey their message in one post/story/vlogs/blogs/reels etc. For others they may choose to create several social media assets to convey the content of the assignment.

We value “artistic” skill, but the assignment is being judged on how you would communicate with students through your creative skillset.

Assignment Content: Debunk a health myth through social media

Health promotion supports personal and social development through providing literacy to enhance life skills.. Often mainstream “health advice” contains biases or misinformation. This can leave students feeling stigmatized, ashamed, or isolated in their experience. This may prevent students in getting the supports they need to improve their health.

Your social media assignment should educate the audience on a misconception of a common health topic. It should promote the de-stigmatization of a health topic one that acknowledges diversity within the student experience.

Choose one of the following health topics to debunk:

1. Fad Diets & Healthy Foods
2. Self-Esteem & Social Media
3. Sexually Transmitted Infections
4. Myths of Self-Care

You will be evaluated by the following criteria:

- Is the information in the presentation accurate and critically researched?
- Is the information presented in a student-friendly and engaging manner?
- Would students feel more validated and self-accepting of their experiences after engaging with your content?
- Would they feel more empowered to take a small action to improve their health or access resources?
- Does your content promote prevention and early help-seeking behaviours?
- Does your content feel personal, warm, and accessible? Would it invite students to follow your channel/social media in the future?

An example of other creative assignments, provided here are examples where students were asked “*How does Food impact Student Mood & Learning*”

- [Example 1](#)

APPLICATION CLOSING DATE: Applications close March 21st 2022 by 4pm EST. Partial applications will not be considered.

Apply Here

Hiring Form 2022-2023: <https://forms.office.com/r/ADjvighBbb>

PLEASE NOTE:

- Only those applicants considered for an interview will be contacted.
- All applicants must submit their application using a @my.yorku.ca or if unpermitted, a @yorku.ca e-mail domain

NOTE: York University requires all community members, including employees and visitors who attend our campuses be fully vaccinated against COVID-19, subject to medical and human rights exemptions, in accordance with all applicable laws and regulations. The University's [vaccine policy](#) is integral to our ongoing commitment to health and safety. Offers of employment require that you comply with the COVID-19 Vaccination Mandate by providing proof of vaccination prior to your start date. For information on how York University is responding to COVID-19 please visit the [YU Better Together](#) website.

The University welcomes applications from all qualified individuals, including, but not limited to women, persons with disabilities, visible minorities (racialized), Indigenous Peoples and persons of any gender identity and sexual orientation. York University is committed to a positive, supportive and inclusive environment.

York University offers accommodation for applicants with disabilities in its recruitment processes. If you are contacted by York University regarding a job opportunity or testing, please advise if you require accommodation.

