



# MoveU

## Evaluation, Metrics, and Social Media Coordinator



**POSITION TITLE:** MoveU Evaluation, Metrics, and Social Media Coordinator

**NUMBER OF OPPORTUNITIES:** 1

**DEPARTMENT:** Faculty of Kinesiology & Physical Education

**PAY RATE:** \$14.00/hour

**HOURS:** 10 -12 hours per week from August 2019 to February 2020

### Overview of MoveU Crew:

MoveU is a tri-campus initiative launched in 2012, which aims to promote physical activity as a wellness strategy. A central message of the campaign is making physical activity accessible, and that being active doesn't mean taking a break from your real work. Rather, being active is you at your most productive. Students are encouraged to engage in physical activity as a stress reliever, a brain booster, and a social opportunity to improve their quality of life. Many of the initiatives and events are centered on this idea.

Under the direction of the Assistant Manager, Physical Activity the MoveU Community Engagement Assistant will be responsible for:

- Assist in the development, implementation, and evaluation of MoveU and physical activity programs, event statistics and social media metrics
- Present evaluation reports after every MoveU event reporting on both attendee and volunteer feedback
- Track metrics and contribute towards data management and strategic analysis
- Develop and present a mid-term and final report with highlights, challenges, and recommendations will be due December 1st, 2019 and February 20th, 2020
- Responsible for the MoveU social media accounts- Facebook, Instagram, Newsletter, and Twitter, engaging with other accounts and growing followings

### MINIMUM QUALIFICATIONS:

- University of Toronto St. George student enrolled for 2019/20 school year, and in good academic standing
- Qualify for the Work Study Program
- Writing and editing reports and memos to make quantitative and qualitative data easily understandable to general audiences.
- Experience in data collection and analysis
- Familiarity with web and social media

- Experience creating surveys using Checkbox, FluidSurveys, or equivalent

**Skills**

- Self-motivated with ability to take creative initiative
- Survey design, analysis and reporting skills
- Strong communication and interpersonal skills
- Strong organizational and promotions skills
- Proficient computer skills (i.e. Word, Access, Excel, internet)
- A passion for problem-solving, comfort with ambiguity, and creativity

**Competencies developed:**

- Goal-setting and prioritization
- Technological aptitude
- Strategic thinking
- Reflective thinking
- Knowledge creation and innovation

**Incumbents MUST be available for mandatory training late August 2019.**

**Please apply with resume, cover letter, and CCR by April 7 2019 to:**

Rachel Tennant

Assistant Manager, Physical Activity

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