



ST. FRANCIS XAVIER
UNIVERSITY

Position Title: Social Media Ambassador

Position Type: Student/Casual

Department: Faculty of Science

Hourly Rate: \$18/hr (10 hours per week)

Job Overview:

StFX Faculty of Science is seeking a dynamic, creative, and highly motivated Social Media Ambassador to represent and promote the faculty on various social media platforms. This position offers an exciting opportunity for a current student to gain hands-on experience in social media management, content creation, and digital marketing while engaging with the university community and prospective students. This is a one-year position, commencing July 1, 2025, with the potential for renewal. This position is subject to final budgetary approval.

Key Responsibilities:

- Working with the Dean of Science and the Faculty of Science Strategic Planning and Action Committee (FoSSPAC), translate the Faculty of Science student recruitment priorities into a content plan for the 2025-26 academic year. This includes making recommendations on platforms to reach target audiences.
- Develop and curate engaging content (photos, videos, graphics, and written posts) that highlights the Faculty of Science's research, programs, events, faculty members, and student experiences.
- Manage and update the faculty's social media accounts, ensuring that posts are relevant, timely, and align with the faculty's goals and brand.
- Engage with students, prospective students, alumni, and the broader community through comments, messages, and interactions on social media platforms.
- Monitor social media performance and assist in the analysis of engagement metrics to improve the effectiveness of content and campaigns.
- Work closely with StFX's Social Media Manager and other student ambassadors to ensure consistent messaging across all platforms.

Qualifications:

- Preference will be given to a student currently enrolled in the Faculty of Science at StFX.
- Passionate about science and higher education with an enthusiasm for sharing knowledge and experiences.
- Proficiency in social media platforms (Instagram, TikTok, X, Facebook, LinkedIn, etc.) and basic understanding of content creation tools (Canva, Adobe Creative Suite, etc.).
- Strong communication skills with the ability to create clear, engaging, and thoughtful content.
- Creative mindset with an interest in photography, video production, or graphic design.
- Ability to work independently, manage time effectively, and meet timelines.
- Comfortable interacting with a diverse range of people, including students, faculty, alumni, and prospective students.
- Demonstrated experience with social media management or content creation is a plus.

Application Instructions

Consideration of applications will commence on June 16, 2025 and will continue until the position is filled. To apply, please submit a letter of application, curriculum vitae, and the names of three references via email to:

The Office of the Dean of Science

c/o Sheila MacMillan
St. Francis Xavier University
Antigonish, NS B2G 2W5
Email: smacmill@stfx.ca

St. Francis Xavier University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People.

Our institution is committed to upholding the values of equity, diversity, inclusion, and accessibility. We encourage applications from members of groups that have been historically disadvantaged and marginalized, including Indigenous persons (especially Mi'kmaq), racialized persons (especially African Nova Scotians), persons with disabilities, those who identify as women and/or 2SLGBTQIA+ and any others who would contribute to the diversity of our community. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority.

We are also committed to the elimination of barriers to participation for persons with disabilities. Should you require accommodation during the recruitment process, please contact People and Culture at hr@stfx.ca or 902-867-5038.

About St. Francis Xavier University

Established in 1853, St. Francis Xavier University (StFX) is consistently recognized as one of the best universities in Canada. StFX exceeds the needs of today's undergraduates by providing the very best academic experience—outstanding teaching, exceptional hands-on research opportunities, and global exchanges—all within Canada's most vibrant and inspiring residential campus. Here, the focus is on the academic and personal development of every student, making community and social engagement a large part of the learning experience. Our students are academically strong and highly engaged in every aspect of life, determined to make a positive impact on the world.

In 2022, Maclean's annual university rankings put StFX #1 in student satisfaction and #2 in reputation across Canada in the primarily undergraduate category. For more, visit www.stfx.ca

About Antigonish, Nova Scotia

The beautiful and historic town of Antigonish is located in the northeastern corner of Nova Scotia. Only a 15-minute drive from the ocean and a two-hour drive to major urban centres, Antigonish is a family-friendly community with a diverse and growing population and provides access to an excellent education at all levels. The town is surrounded by rolling countryside and beautiful beaches and is a hotspot for outdoor recreation, sports, and other active lifestyle activities. Antigonish supports a vibrant culture in the arts with music, performing arts, visual arts and crafts, and fabulous festivals happening throughout the year.

For more information visit www.townofantigonish.ca or www.visitantigonish.ca.