



Job Posting: Social Change Specialist, Fanshawe College

Want to make a difference in your community? Are you good with people? Do you consider yourself to be an influencer?

Leave The Pack Behind is Ontario's only government-funded program that is dedicated to inspiring and supporting young adults to live their best life tobacco-free. Leave The Pack Behind offers free quitting resources for 18-29 year old young adults and aims to foster relationships with key partners (on-campus and in the community) who will join the movement to create a healthier Ontario, letting smokers know where to access free support when they are ready to live smoke-free.

What will you do? You will join a team of approximately 80 students hired across Ontario (2 students hired per campus). As a Social Change Specialist, you will leverage personal insight into young adult culture to build a vibrant, expansive presence for Leave The Pack Behind in a variety of environments where young adults live, work and play. You will develop and nourish relationships with key stakeholders (on-campus, off-campus and online) to inspire them to become ambassadors of tobacco-free living.

The ideal candidate for the job has:

- Enrolled in a post-secondary program for the academic year (Sept-May) and has 1+ year of post-secondary education
- Exceptional skills at networking, developing partnerships and engaging in conversations with diverse audiences
- Creative media savviness and proven skills using social media platforms ie., Facebook, Instagram, etc.
- Advanced written and verbal communication skills
- Superior organizational skills, with the ability to multi-task, set priorities, and be a self-starter
- Access to reliable transportation (regular vehicle access or willingness to take transit is necessary)

What we can offer you:

Leave The Pack Behind will offer you 6-8 hours of work per week that is flexible and intended to fit within your schedule. We offer all-expenses paid training conference held on August 18-19, 2018 in Burlington, ON (tentative) and ongoing paid training that you can put on your resume.

- **If this sounds like you, we invite you to email your resume and cover letter by June 22, 2018 to FSUHR@fanshawec.ca. In your cover letter, please tell us about your personal connection or motivation to help reduce smoking among your peers.**

Leave The Pack Behind is an equal opportunity employer and does not discriminate against applicants or employees on the basis of race, color, religion, national origin, sex, age, citizenship status, disability status, or any other basis prohibited by applicable law. Brock University (where Leave The Pack Behind is housed) is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process, per the University's Accommodation for Employees with Disabilities Policy (http://www.brocku.ca/webfm_send/6557). Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.



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Approximately 6-8 hours a week

KEY RESPONSIBILITIES

DELIVERY OF EVIDENCE-INFORMED SOCIAL MARKETING CAMPAIGNS (60%)

- Represent the Leave The Pack Behind program with honesty, integrity, and professionalism
- Effectively augment and then execute social marketing campaigns that are pre-determined by Leave The Pack Behind Central Office and include mandatory components
- Invite current/former tobacco users to share their personal stories in a variety of ways through social media channels; use these stories to creatively and positively influence other tobacco-users to cut back or quit
- Identify and build relationships with popular opinion leaders/organizations who will: (i) build an on-trend, vibrant online presence advocating for smoke-free living; (ii) disseminate key Leave The Pack Behind campaign messages and materials; and (iii) empower and inspire these individuals to speak to young adults in their social circle to take actions to reduce tobacco use *note: travel required within broader community.*
- Invest in relationships with community organizations and departments/clubs on campus that work with young adults and specifically with populations that have a high-prevalence of smoking (this includes individuals who self-identify as Indigenous, LGBTQ, skilled trades workers/trainees, service workers/trainees, cultural minorities, young parents)
- Meet with on campus partners and community organizations to pursue the ability of distributing social marketing campaign messages through various channels such as social media or mass emails
- Conduct presentations and information sessions for a wide range of campus organizations, services, clubs, administrators and citizens to increase their capacity to engage individuals in actions to reduce tobacco use through the promotion of Leave The Pack Behind messaging and print materials

KNOWLEDGE TRANSLATION (25%)

- Reflect upon millennial trends and experiences by interacting and developing relationships with a broad audience of young adults on and off campus (both tobacco users and non-users)
- Monitor campus and community cultures to identify trends, opportunities, shifts in the competitive landscape and potential issues that could enhance or threaten Leave The Pack Behind
- Proactively introduce new ideas and emerging social phenomena to Central Office to help position Leave The Pack Behind on the forefront of forward-looking trends

ADMINISTRATION (15%)

- Take direction and communicate frequently on bi-weekly goals, tasks, and seek guidance on partnerships that will best reach young adults, with a designated Health Professional on your campus
- Routinely update and initiate communication with Central Office to ensure Leave The Pack Behind goals and objectives are being met
- Work in close partnership with your colleagues of approximately 80 Social Change Specialists and/or volunteers across the province of Ontario



- Regularly review and participate in Central Office communications by submitting insight reports bi-weekly
- Maintain record of key contacts, detailing the communications, and listing action steps agreed to/occurring with on and off campus partnerships
- Submit bi-weekly payroll and other administrative paperwork in a timely manner
- Assist with program evaluation and research (e.g., tracking, inventory counts, administering surveys)