

The Benoit Research Lab at the University of Toronto Scarborough conducts scientific inquiry that centres meaningful and impactful research processes and outcomes for Indigenous peoples. The work of the research lab is supported by community partners that serve Indigenous communities to meet their health and social needs and in turn, the research lab aims to support the research ideas of our community partners.

Scope of Practicum: The student will be responsible for supporting the development and delivery of a social media engagement and participant recruitment strategy. The role is a hybrid (remote and in-person).

RESPONSIBILITIES INCLUDE:

1. Develop a social media engagement strategy document outlining the messaging, identifying platforms and scheduling of online communications for the Benoit Lab and specifically the WHISE 2.0 Research Study
2. Design posts for study recruitment (original text, photos, videos and news) and share engaging content daily
3. Ensure content and graphics provide a positive user experience
4. Develop thematic posts in partnership with community partners
5. Communicate with stakeholders via comments, DMs, and chats and respond to queries in a timely manner
6. Provide weekly analytics reports on reach and engagement
7. Write a first-author scholarly paper on the effectiveness of the proposed social media engagement and participant recruitment strategy for submission to a journal
8. Assist with various components of the research cycle for research projects underway
9. Follow all applicable University of Toronto policies
10. Other related duties as assigned.

QUALIFICATIONS:

1. Student must currently be enrolled in a graduate program, MPH in Health Promotion preferred
2. Students should have an interest in Indigenous health and advocacy
3. An understanding of health communication theory, methods and practice
4. Skills in organization, prioritization, and multi-tasking with attention to detail.
5. Proficiency in the use of social media technologies, Microsoft Office (Excel, Word, PowerPoint, Outlook), etc.

REMUNERATION:

Stipend \$14,000

DURATION:

16 weeks January – April 2023

To apply for this opportunity please forward your resume and cover letter with the subject line: WHISE 2.0 Practicum Student to the attention of:

Muna Aden
WHISE 2.0 Research Coordinator
University of Toronto Scarborough
Department of Health and Society
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Please send a single file with resume/CV in MS Word or PDF format only. Accommodation will be provided on request. We thank all student applicants for their interest; however, only those selected for an interview will be contacted.