

Join the King's Influencer Team!

Position Title: King's Influencer (Student Content Creator)

Positions Available: 5

Employment Period: September 2025 – April 2026

Compensation: \$17.20/hour (increasing to \$17.60/hour as of October 1, 2025)

Estimated Hours: 20–25 hours/month (flexible based on project timelines)

Are you a creative, confident student who *lives* on Instagram and TikTok? Do you love showing off what makes King's special—from cozy study spots and standout professors to unforgettable student experiences? We're looking for *dynamic student creators* to help bring the King's experience to life online. As a **King's Influencer**, you'll play a key role in our student recruitment efforts by producing high-quality, engaging, and authentic social content that shows future students what it's really like to be part of the King's community.

What You'll Do:

- Be a face of the King's brand on social (primarily Instagram and TikTok)
- Create and edit videos, reels, and stories that showcase your personal student experience
- Stay on top of current trends and platform updates to keep our content fresh and relevant
- Capture and post real student moments—classroom vibes, events, campus life, and more
- Attend and help promote key events, including Open Houses (Nov 16 & Mar 28—mandatory)

Who You Are:

- Comfortable in front of the camera, and confident behind it too
- Outgoing, articulate, and socially savvy
- Confident editing short-form video content with tools like CapCut, Canva, or Premiere Pro (or other similar apps)
- A smart, responsible communicator who understands how to represent a university online
- Professional, responsive, and reliable—we're counting on you!

Why This Role is for You:

- Flexible hours that fit around your class schedule
- The chance to build your portfolio and work experience in digital content and marketing
- You'll help shape how future students discover and choose King's—your voice *matters*
- It's fun! You get to tell real stories, meet new people, and show off the best of King's

How to Apply:

Submit your **name, student number, current program, year of study**, along with your **resume and cover letter** to communications@kings.uwo.ca with the subject line: *King's Influencer Application*

In your application, please also include:

- links to your **public social media handle(s)** (especially TikTok and Instagram), if available
- **A short sample of your content or mini portfolio**—this could be a link to a shared Google Drive folder, a file attachment, or embedded links to content you've created elsewhere (e.g. Reels, TikToks, or YouTube Shorts)

We want to see your creativity, content style, and understanding of audience. You do not need to post content on your personal accounts as part of this role, but we may occasionally invite team members to collaborate on or share campaign content.

Apply as soon as possible—only a few spots available!

This paid opportunity is open to **all undergraduate King's students**. You do *not* need to be part of the Work Study or International Work Experience Program to apply.