



**Southern Alberta
Institute of Technology**
1301 16th Avenue NW
Calgary, Alberta T2M 0L4
Canada
Toll-free: 1.877.284.7248
sait.ca

LEADS - Position Description

Position Title: Student Content Creator

Department or School: Communications

Term: Fall 2025

Number of Positions: 1

Hours per week: 3-5 hours per week dependent on student schedules **This number is given as an estimate. Actual time commitment may vary throughout the year.*

This is a competitive student leadership opportunity open to current SAIT students. Competition for leadership positions will close as suitable candidates are hired.

Position Description

The Communications team is looking for a creative, enthusiastic and self-motivated student to join our team as a Student Content Creator. This is an exciting opportunity to gain hands-on experience in social media content creation, planning and execution. The ideal candidate will be comfortable both behind and in front of the camera, and eager to contribute to our social media channels, specifically the @hereatsait Instagram account.

Duties and Responsibilities

- Develop creative ideas for social media content, including posts, stories, reels, and videos.
- Plan, script, and star in videos and reels, showcasing various aspects of our organization and engaging our audience.
- Participate in and contribute to biweekly meetings to discuss content ideas, upcoming events, and social media strategies.
- Promote the @hereatsait Instagram channel and expand our online community.
- Work closely with the social media team to ensure cohesive and effective content strategies.
- Engage in one-to-one mentorship with your team.
- Attend student leadership training and any other mandatory professional development and training sessions that are a part of the LEADS program.
- Engage in other duties as opportunities allow.

Benefits

- Document your leadership experience on an official SAIT **Student Experiential Record** for future employment. Student Experiential Record (SER) is an official SAIT document



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validating your achievement and involvement in approved co-curricular activities, industry mentorship, practicum, co-op or capstone. It's separates from your transcript and academic record.

- Develop your experience through training and professional development opportunities throughout the year.
- Gain a letter of reference. Letters of reference will be available for outstanding service.
- Improve your skills. Gain leadership, event planning and organizational skills while working on a diverse team.
- Be mentored by the best!

Commitment

Approximately **3-5** hours per week, schedule dependent.

Qualifications

We are seeking a Student Content Creator to develop and enhance our social media presence.

The ideal candidate for a Student Content Creator:

- Has the ability to interact confidently and build relationships with new people.
- Comfortable creating and sharing content that highlights institutional events and cultural celebrations including Diwali and Pride.
- Demonstrates enthusiasm and a positive approach to tasks and challenges.
- Works well in a collaborative environment, contributing to the success of the team.
- Takes initiative, is proactive, and can work independently with minimal supervision.
- Comfortable speaking in front of a camera and live audiences.
- Ability to think outside the box and come up with innovative ideas for content.
- Can work well independently and with a team.
- Is a self-starter, reliable and can complete projects from start to finish.

Application Process

To apply, please complete the [online application form](#). For inquiries, contact student.engagement@sait.ca. Please note that in submitting your application, you are verifying that you are:

- in good academic standing (TGPA or TIGPA above 2.5).
- in good conduct standing and consent to this being verified by the Student Conduct Office.

Note that details of academic and non-academic misconduct cases are not shared through this process.