



Job Title: REDS Digital Media Assistant (2)

Employer: UNB REDS - Communications, Marketing, & Events (CME)

Location: UNB Fredericton Campus

Term: August 25, 2025 – March 27, 2026

Hours: 20 hours/week (10 weekday hours + 10 weekend hours)

Reporting to: Assistant Director, REDS CME

Compensation: \$19.00/hour

Position Overview

The UNB REDS are looking for a passionate and creative **Digital Media Assistant** to join our team for the 2025–26 season. This role is ideal for someone with a strong interest in sports and recreation who wants hands-on experience producing high-quality digital content for one of Atlantic Canada's top university athletics programs.

The successful candidate will help support and grow the REDS brand through dynamic visuals, engaging video content, and consistent social media activity. This is a part-time position with required availability on evenings and weekends, aligning with the REDS athletic, recreation and special events schedules.

Key Responsibilities

- Create and edit graphics using Adobe Photoshop for web and social media
- Capture, edit, and publish short-form and long-form video content for social platforms (Instagram, TikTok, YouTube, etc.)
- Attend games and events to gather content and promote the UNB REDS brand in real-time
- Take initiative to develop content ideas that align with team and recreation priorities
- Work closely with REDS CME staff to maintain consistency across platforms
- Monitor trends in digital media and sports marketing to keep content fresh and relevant

Qualifications

- Proficiency in Adobe Photoshop and InDesign (required)
- Experience in video editing using software such as Adobe Premiere Pro, Final Cut Pro, or similar
- Understanding of social media platforms, content formats, and engagement strategies
- Demonstrated creativity, initiative, and the ability to work independently
- Strong organizational and time management skills

- A passion for university sport, recreation, and promoting the student-athlete experience
- *Live sport/event photography experience would be considered an asset but not required.*

Work Schedule

- Must be available for **evenings and weekends** from **August 25, 2025, to March 27, 2026**
 - Week will typically be structured with **10 hours during weekdays and 10 hours over weekends**
- Hours may flex depending on event schedules and peak content periods

Please send your resume and cover letter to REDS Digital and Marketing Officer, Evan Richtsfeld, at erichtsf@unb.ca. The deadline to apply is **Thursday, August 14 at 8:00 pm**.