

## PHYSICAL ACTIVITY BLOGGER NEEDED

Are you an experienced blogger? Would you like to become one? The Faculty of Physical Education and Health is looking for a great writer with an interest in multimedia to contribute to UpbeaT – a blog devoted to the student experience at U of T – by writing posts devoted exclusively to physical activity and healthy living on campus.

The successful candidate will report to the Communications and the Physical Activity & Equity offices in the Faculty of Physical Education and Health, and will also be a member of the UpbeaT team in the Office of Student Life, participating in weekly story meetings and brainstorming sessions.

You are:

**Creative.** You bring new ideas to the table. You are inspired to discover innovative ways to tell compelling and unique stories about how to live a healthy, active lifestyle at U of T.

**Curious.** You are inquisitive, energetic and inspired to seek out ways to get active on campus. You do *not* have to be elite athlete – or even a workout junkie – but you are interested in learning about and trying new physical activities.

**Committed.** You can balance the challenge of schoolwork and blogging, and you have a firm belief in the importance of physical activity. You're available to meet once a week to participate in story meetings and brainstorming sessions and can include extracurricular activities, like using the Athletic Centre, into your weekly schedule.

And ultimately, you are a great writer! Whether you have written for a student newspaper or website, or just term papers and diary entries...if you have a way with words, we want to hear from you!

The job:

Members of the Blog Team will meet weekly at story meetings to brainstorm ideas, share best practices, get questions answered, and choose topics.

Each blogger commits to posting once a week during the school year.

Bloggers will be paid \$1,000 at the end of each term.

Experience in blogging applications is an asset but not a requirement. We provide training in the Wordpress platform.

The physical activity blogger should be interested in photography and should be comfortable creating simple videos, as some posts will require a visual component.

The perks:

Get your work out there and give the world your unique take on U of T.  
Learn more about the university!  
Work with a team of enthusiastic students.  
Get paid to do it!

How to apply:

Send us your resume with a covering letter.

Share a couple of things with us:

- If you were to create a blog post about physical activity and/or health living at U of T, what would it be about? Don't think about what we want to hear, think about what your fellow students would want to know. Be creative! Surprise us!
- Provide a sample of your work, or a URL where we can see what you've done.

Tell us of some other possible topics for postings.

Send it all by June 1, 2011 to Althea Blackburn-Evans, Director of Communications, Faculty of Physical Education & Health, at [a.blackburn.evans@utoronto.ca](mailto:a.blackburn.evans@utoronto.ca).

*The Faculty of Physical Education & Health offers a wide range of fitness, recreation and sport opportunities for all U of T students. Learn more at [www.physical.utoronto.ca](http://www.physical.utoronto.ca).*

*The Office of Student Life is committed to making every student's experience the best it can be, both inside and outside of the classroom. Learn more at [www.studentlife.utoronto.ca](http://www.studentlife.utoronto.ca).*