

JOB DESCRIPTION
SOCIAL MEDIA COORDINATOR
INCLUSION BC

ROLE OVERVIEW

The Social Media Coordinator will create and grow a strong online presence for the organization. This position will create compelling content for various audiences and assist in developing, implementing, and maintaining strategic content and engagement approaches across all Inclusion BC social media channels.

This position will also serve as the lead point person on media interactions that help promote and/or impact the organization.

The Social Media Coordinator works closely with the Manager of Communications and the senior leadership team within the organization as the media partner on a variety of strategic initiatives.

SPECIFIC ACCOUNTABILITY

- Curate and manage a monthly content calendar for Inclusion BC across several social platforms.
- Create social media assets - from ideation to creation - leveraging features of all social media platforms (e.g., static posts, stories, Reels, Lives, etc.) with high-quality content to maintain relevance, reach and engagement with Inclusion BC's audiences.
- Maintain high attention to detail, and edit content for quality, grammar, spelling, tone, plain language, and brand consistency.
- Schedule, publish and post pre-planned content across Inclusion BC's social media channels.
- Review and report regularly on social platform analytics to ensure the organization's goals are met.
- Community management – monitor messages and engagement across all social media channels.
- Stay up to date on media coverage of disability issues on social media as well as mainstream media.
- Serve as the lead point person on media interactions that help promote and/or impact the organization.

- 2+ years of previous experience in social media for a non-profit, brand or agency.
- Experience in creating and publishing impactful written and visual content for social media channels.
- Strong social media writing and editing skills.
- Experience in social media analytics and reporting.
- Experience in community engagement and/or advocacy.
- Excellent time and project management skills, attention to detail, and ability to work independently and collaboratively within teams.
- Experience in graphic design and strong knowledge of appropriate software, including the Microsoft Office suite and Adobe Creative Cloud.
- Ability to present information in an insightful and structured manner (written and verbal).

WORKING CONDITIONS

The Social Media Coordinator is a part-time position within a strong value-based organizational culture. This position requires a high level of team collaboration, yet also requires significant autonomy and flexibility.

COMPENSATION

This is a part-time (25 hours per week) position at \$32.50 per hour and is a contract position for two years with the possibility of renewal.

We are strongly committed to diversity and inclusion and aim to create a healthy, accessible, and rewarding work environment which highlights employees' unique contributions to our organization's success.

HOW TO APPLY

Resume and cover letter can be submitted by email to info@inclusionbc.org by June 12, 2023.