

Wednesday, December 29, 2021

Social Media Coordinator (Part-Time)

The Chinese Canadian National Council for Social Justice (CCNC-SJ) is looking for a creative Part-Time Social Media Coordinator with a critical lens and passion for social justice to join our team!

The role of our Social Media Coordinator will be responsible for developing and implementing social media strategies across CCNC-SJ's digital channels, along with tracking and optimizing progress to increase advocacy for anti-racism awareness, promote partnerships, projects and programs, and engage with partnered organizations, online communities, and subscribers. Our digital community is vibrant and diverse in nature with allies and community leaders/members seeking anti-racism support and resources produced by our projects and campaigns.

You'll be working remotely with our coordinators to create and share content for our ongoing programs and projects, manage campaigns, and support and engage with our partners to enhance our advocacy work and spread awareness. Hours are flexible throughout our operating hours on Mondays to Fridays (with statutory benefits in accordance with the Employment Standards Act, 2000, as amended).

Hourly Wage: \$24/hr

Region: Metro and Greater Toronto Area

Organization's Field/Discipline: Social Justice Advocacy

Job's focus: Creative and Administrative

Job Type: Part-Time, 10-15 hrs per week

Location: Remote (Work from home)

Career Level: Entry level

Application Deadline: January 21, 2022

Start Date: February 2022

About CCNC-SJ

The original Chinese Canadian National Council (CCNC) was founded in 1980, after successful nation-wide protests against a racist TV show that falsely depicted Chinese Canadian students in our universities as foreigners (CTV W5 episode – "Campus Giveaway"). This marked the beginning of four decades of community activism to fight for equality and human rights. See more details in "Our History of Resilience."

In 2019, a group of Chinese Canadian activists from all generations, including many former CCNC Presidents and Board members, came together to revive and re-incorporate CCNC. Our group is built on a history of community activism, with a renewed commitment to educate, engage and advocate for equity and social justice for all in Canada.

Duties and Responsibilities

The Social Media Coordinator will be responsible for the following duties and responsibilities:

- In consultation with Board and Coordinator, develop, implement social media strategies to spread awareness and impressions
- Create content and posts aligned with current events and topics on anti-racism work
- Pinpoint CCNC-SJ's key social media performance indicators
- Work with staff and board to ensure content is informative and aligns with our vision
- Manage and oversee social media channels content and activities
- Measure and report on the success of social media campaigns
- Keep abreast of the latest social media practices and technology
- Communicate with partners and audiences via social media to strengthen our network
- Provide constructive feedback on social media campaign strategies
- Update our website with new campaigns, press releases, and related news
- Track published media, events, and honorable mentions
- Maintain and upkeep press lists and media contacts

Requirements and Qualifications

The ideal candidate should have, but not limited to, a strong grasp of current digital tools and strategies, knowledge of social justice practices and current events, and experience with running social media campaigns, graphic design, and web platforms.

- Undergraduate/college degree, preferably in marketing, communications, project management or digital media
- Working knowledge of Facebook, Twitter, Instagram, and LinkedIn
- Experience with digital content creation experience (ie. Adobe Creative Suite/Photopea, basic video creation and editing capabilities, Canva, etc).
- At least 1+ years of experience managing social media profiles (creating and engaging)
- Ability to manage and engage multiple social media platforms such as posting stories, reels, videos, and etc
- Strong copywriting, research, verbal/written communication and editing skills
- Ability to balance multiple projects while meeting deadlines
- Must be a team player and work in a start-up environment
- Working knowledge in technology (GSuite, video making, Zoom, Excel, PPT, etc).
- Comfortable working with numbers, metrics and spreadsheets to analyze data and define actionable insights.
- Ability to adapt and learn new tools and platforms related to social media.
- Self-motivated personality that embraces change, challenge, and organization.
- Experience with paid social campaigns, and SEO and Google Analytics.

Accountability and Reporting:

This position reports to the President of CCNC-SJ and works closely with our coordinators who provide day-to-day guidance and support to this position.

To apply visit ccncsj.ca/opportunities and include your resume, CV, 3 references, and, if available, examples of previous campaign work.