
Social Media Coordinator (Part-Time)

Hourly Wage: \$25/hr

Job's focus: Creative and Administrative

Job Type: Part-Time, 20-25 hrs per week

Location: Remote (Work from home)

Application Deadline: April 16, 2023

The Chinese Canadian National Council for Social Justice (CCNC-SJ) is looking for a creative and open-minded part-time Social Media Coordinator with a passion for uplifting voices, storytelling that builds meaningful connections, and promoting awareness that encourages community action to join our team!

The Social Media Coordinator plays a crucial role in promoting racial equity, equality, and social justice through inclusive content that illustrates an awareness of gender, race, ethnicity, sexual orientation, and other forms of diversity, and has a grasp of current social issues in Canada with a critical and investigative lens.

Our channels serve a broad spectrum of east and southeast Asian communities across Canada and includes community and public service providers, coalitions, advocacy groups, and not-for-profit organizations and partners seeking and providing support, and educational tools and resources to address systemic and explicit racism.

You'll be working remotely from home and working closely with our program coordinator to create and generate content and manage CCNC-SJ's social media channels. Hours are flexible throughout our operating hours on Mondays to Fridays (with statutory benefits in accordance with the Employment Standards Act, 2000, as amended).

Duties and Responsibilities

The Social Media Coordinator will be responsible for maintaining and employing social media strategies across CCNC-SJ's digital channels, promoting community collaborations, projects, and programs, and engaging with partnered organizations, online communities, and subscribers.

The ability to work collaboratively and independently, and being self-motivated, enthusiastic, and community driven is an asset to our operations.

You will be contributing to team efforts to accomplish tasks as needed and is responsible for the following duties and responsibilities:

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- Develop and implement social media strategies to spread awareness and impressions
 - Work with staff to ensure content is informative and aligns with our focus and goals
 - Generate, edit, publish, and share content that engages
 - Retain inclusive and accessible features by inserting closed captioning, graphics, alt text, or other on-screen text in content
 - Engage partners and stakeholders in campaigns, events, and activities
 - Maintain social media channels, activities, and audiences
 - Provide constructive feedback on social media campaign strategies
 - Update website with new campaigns, press releases, and related news
 - Track published media, events, and honorable mentions
 - Maintain press lists and contacts

Requirements and Qualifications

The ideal candidate should have, but not be limited to, strong communication, interpersonal, and organizational skills, creative and technical abilities with great attention to detail, and must be receptive to visual directorial concepts and open to suggestions and alternatives when necessary.

Our work mostly serves Chinese speakers and sometimes requires translation. Multilingual skills in Mandarin and/or Cantonese are desired but not required to fulfill tasks.

- Undergraduate/college degree, preferably in marketing, communications, project management or digital media
- Experience managing multiple social media profiles and platforms such as Facebook, Twitter, Instagram, and LinkedIn
- Working knowledge of digital creation tools (ie. Adobe, Photopea, Canva, etc).
- Basic video creation and editing capabilities to create stories, animated gifs, etc.
- Strong copywriting, research, verbal/written communication and editing skills
- A passion for storytelling, community empowerment, and advocacy
- Ability to balance multiple projects while meeting deadlines
- Self-motivated and able to work independently or with a team
- Working knowledge of communication tools such as Zoom, MS Teams, Discord, etc
- Open to new challenges with the ability to adapt and learn new tools and platforms related to social media

About CCNC-SJ

Currently based in Toronto, the [Chinese Canadian National Council for Social Justice \(CCNC-SJ\)](#) was incorporated in 2019, as a revival of the original Chinese Canadian National Council to address the rise of anti-Asian racism in connection with the pandemic. With a team of 2 supported by a board of 5 directors, we are a not-for-profit advocacy group dedicated to working with Chinese Canadians in solidarity with other Asian Canadian communities to raise awareness and rally against anti-Asian racism.

Our mission is to support and engage in the development of anti-racism education and initiatives, advocate for the human rights and well-being of Asian Canadians and promote social justice and equity for all in Canada.

To apply, forward a pdf copy of your resume, CV, and examples of your portfolio or previous campaigns to recruiting@ccncsj.ca.