

Social Media Coordinator

Employer: Abuse Never Becomes Us (A.N.B.U.)

Job city: Scarborough

Job region: Scarborough Rouge Park

Number of positions available: 2

Application Deadline: May 17, 2019

Start Date: June 1, 2019



Canada Summer Jobs is an initiative of the Youth Employment Strategy, which is the Government of Canada's commitment to help young people between the ages of 15 and 30, particularly those facing barriers to employment, to gain the skills, work experience and abilities they need to transition successfully into the labour market.

Abuse Never Becomes Us (A.N.B.U.) is a non-for-profit organization that works with survivors of childhood sexual abuse (CSA) within the Tamil community. Our mandate is to provide holistic support to promote healing with survivors as well as to raise awareness and build capacity through collaborations and partnerships. We are looking for student employment opportunities to work on projects during the summer.

Responsibilities:

- Build and execute a social media strategy through platform and audience research
- Have a solid understanding of how each social media platform works and how to optimize content so that it is engaging on those platforms
- Engage in relevant conversations on behalf of A.N.B.U.'s values and mandate
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action

Work Requirements

- Bachelor's degree in communications, marketing, digital media or related field
- 4-6 years prior experience in a similar role in public affairs, digital media or communications environment
- Agency or non-profit advocacy organization experience is a plus
- Excellent communication skills (interpersonal, verbal and writing), including the ability to synthesize detailed information into short headlines and text blurbs for digital media with strong editing skills
- Excellent organizational skills, the ability to think logically, and pay close attention to details
- Ability to work both independently and with a team with confidence and reliability
- Ability to work well under time constraints, willingness to take initiative and assume responsibility where and when needed, flexibility to change approach as deemed appropriate
- Experienced with social media platform content strategies, including organic and paid media reach strategies
- Proficient in PowerPoint, broadcast email platforms, news release distribution/media list management platforms, and media monitoring platforms
- Experience using Google Analytics and other tools to measure traffic, reach and impact of website and social channels

- Ability to recommend strategies to improve these measures
- Ability to understand and have knowledge on the complex layers of cultural and historical trauma as well as various healing modalities within the Tamil diaspora community

Hours of Work: 30 hours/week

Wage: \$14/hour

Duration: 10 Weeks

How to apply:

Please email your resume and cover letter by May 17, 2019 to: ask@anbu.ca

Priority will be given to those from the Tamil diasporic, racialized as well as LGBTQ2+ communities.

Thank you in advance for your interest. Only those candidates selected for interviews will be contacted.