

## **Social Media and Special Projects Coordinator**

20 hours per week, flexible schedule

### **Job brief**

We are looking for a talented Social media and Special Projects Coordinator to create and maintain a strong online presence for our Foundation. Reporting to the Communications Manager, your role is to implement communication strategies through social media accounts and help in various punctual projects.

As a Social media coordinator, you will develop original content and suggest creative ways to attract more donors and promote our Foundation. Ultimately, you should be able to increase web traffic and donor engagement metrics aligned with broader communications strategies.

### **Responsibilities**

- In collaboration with the Communications Manager, implement social media aspect of the communication and marketing strategy
- Manage our social media accounts and postings (Facebook, Instagram, Twitter, LinkedIn, TikTok, SnapChat)
- Create and maintain a social media calendar
- Create engaging text, including image and video content, in both French and English
- Design posts to raise awareness of our cause, and create a buzz around fundraising events.
- Engage with Hospital staff to create compelling content
- Facilitate daily online conversations with the community and respond to queries
- Stay current with changes and new social platforms ensuring maximum effectiveness
- Analyze the results and impact of our campaigns via tools such as Google Analytics;
- Create and manage Google AdWords according to Google AdGrant guidelines. Maximize AdGrant tools.
- Ensure social media requirements are met for our annual partners and event sponsors according to visibility agreements.
- Participate in the visibility tracking for our annual partners and event sponsors.
- Punctual: Support for our fundraising events in areas such as creation of visuals, PowerPoint presentations, picture taking, etc.

## **Requirements**

- University education in communication or equivalent
- 1 year + experience in a social media role (Facebook, Instagram, Twitter, LinkedIn, TikTok, SnapChat)
- Ability to deliver creative content (text, image and video)
- Proficient in English and French, both written and spoken
- Working knowledge of Microsoft Office: Outlook, Word, Excel, PowerPoint, Publisher and Adobe Acrobat Pro, Photoshop, Illustrator or InDesign
- Working knowledge of Google Analytics, Google AdWords and Google Grants a definite asset

## **Skills**

- Team player
- Excellent interpersonal skills
- Highly organized with an attention to detail
- Resourceful, proactive
- Creative
- Thorough
- Fast learner of technological tools
- Autonomous: work will start remotely during COVID-19 pandemic.
- Flexible: some evening work is required during fundraising events (4-5 times per year).

## **To apply:**

Please send your presentation letter and resume to [info@fondationlakeshore.ca](mailto:info@fondationlakeshore.ca) before February 1, 2021