

Job Title: Social Media Coordinator

Number of weeks: 8

Hours per week: 35

Hourly pay: \$16.55

This position is funded by Employment and Social Development Canada through the Canada Summer Jobs program

Reporting to the Executive Director, the Social Media Community Manager will play an integral role with the team ensuring that campaign touchpoints are catered to optimally. By building and nurturing a digital community through meaningful dialogue and engagement, MACC can continue to grow, generating awareness, advocacy, and mobilisation to support our vision of an equitable society.

YOUR DAY TO DAY

- Enable real-time communications and enhance volume, velocity, and quality of the organisation's social media, web and email communications channels/platforms.
- Lead the community management of all social media & email/web channels/platforms through active content development, publishing, monitoring, listening, community engagement and reporting.
- Support the development and lead the deployment of a social media, audience engagement & email strategy through research, insights, benchmarking, messaging, and audience identification.
- Collaborate with internal stakeholders and external agencies as needed to develop fresh, ongoing multimedia content (Copy, Infographics, Images, Videos, E-newsletters, Podcasts, etc.) relevant to audiences according to defined segmentation, channel-type, and journey stage. Works closely with MACC summer student intermediate graphic designer.
- Support the strategy development and actively manage the email marketing lifecycle (Campaign Email Journeys/Messaging/Publishing/Scheduling/Engagement).
- Provide insights based on data (keyword/industry/research/trends) to inform content marketing strategy and collaboration with content contributors to create impactful, objective-oriented content.
- Discover and explore digital trends, best practices, relevant competitor/industry approaches, new solutions and opportunities that can contribute to strategic objectives and/or audience experience.

YOU ARE THE RIGHT FIT IF YOU HAVE

- Post-secondary education in Communications/Business/Marketing/Public Relations or Journalism.
- Proven digital community management experience.
- Experience in building and managing email marketing/advocacy/mobilization campaigns.
- Working knowledge of Bloomerang, Buffer, Canva, Instagram, LinkedIn, Facebook and Twitter



- Deep understanding of digital and social media realms; passionate about generating and sharing content and new technologies.
- Strong written copywriting and content creation (Social Media/Email/Web) skills.
- Strong interpersonal skills, comfort, and ability to build collaborative relationships with a variety of external and internal stakeholders.
- Fully bi-lingual (EN/FR) writing capabilities are a plus.



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