



## **Social Media Specialist - Job Posting**

For over 50 years Sexual Health Options, Resources & Education – SHORE Centre has been providing exceptional sexual and reproductive health services in Waterloo Region. We are a team of dedicated, passionate, and creative people who strive to provide inclusive and accessible care, education, and advocacy. If you too are committed to reproductive rights, inclusive education, and building a safe, supportive community then we are the team for you!

This is a full-time (35 hours per week) contract for 8 weeks. This person will create inclusive, engaging sexual health education resources and information to people of all ages.

### **Key Tasks**

- Develop and implement a social media strategy to promote and advertise SHORE's educational programs, materials and projects across multiple media channels, regularly optimizing the approach;
- Work with the health educators to design and create educational resources and multimedia materials to support program marketing and project delivery;
- Design, produce and disseminate engaging and visually appealing marketing materials (e.g., graphics, texts, videos, games, flyers, posters, buttons, posts, etc.) across media platforms (i.e., Instagram, TikTok, Facebook, Eventbrite etc.) based on the social media strategy;
- Foster a positive and supportive online community by facilitating interactions, sharing relevant information, and responding to inquiries;
- Report media content performances with constructive feedbacks, optimizing content performances;
- Participate in regular staff and team meetings;
- Adhere to all SHORE Centre policies and procedures;
- Other duties as assigned.

### **Qualifications**

- **As this is a Canada Summer Jobs funded position - applicants must meet eligibility requirements\*.**
- Strong skills of multimedia content creation, communication and writing;
- Excellent graphic design skills and proficient with Adobe Suite, Canva, Procreate, Figma or hand drawing is required;
- Experiences of managing social media accounts for events, student organizations, non-profits or similar settings;
- Familiarity with social media analytics tools;

- Passion and Interest of sexual health, sex education, reproductive rights advocacy;
- Creativity and ability to think strategically about social media engagement;
- Short video production skill is an asset;
- Committed to SHORE Centre's mission, vision, and values and to building an inclusive workspace, including striving to be anti-racist, accessible, 2SLGBTQIA+ positive, aware of class dynamics and power/privilege;
- Explicitly support choice and reproductive rights;
- Demonstrated out of box thinking and problem solving skills;
- Strong time management, organizational skills, and ability to work independently.

### **Canada Summer Jobs Eligibility Requirements**

- be between 15 and 30 years of age at the start of the employment\*;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment\*\*; **and**,
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

### **Working Conditions**

Regular office hours are Monday to Friday 9:00-4:30 with a half hour unpaid lunch. Some flexibility is required for after-hours coverage and after-hours meetings, however there will be advance notice. This is a full-time position for 8 weeks, contract must conclude before August 31, 2024.

This position requires long periods of sitting, although there are opportunities to stand and stretch. There may also be periods of standing while educating, however, we can request stools/chairs as needed. There are also long periods of focused attention while facilitating, as well as the use of screens. This position also involves offering education services in the community which includes driving and navigation.

We are currently working in a hybrid model with the opportunity to work in the community, at home and occasionally from a shared workspace in our downtown Kitchener office. Our office is on the first floor of an accessible building and we have an in-suite accessible washroom. We are a low/no scent environment however we use cleaning agents regularly for our in-house clinic.

This role is required to deliver programming across the Waterloo Region, which involves travel between locations and working in a wide variety of environments. We require applicants to be located/relocated within or near Waterloo Region and to have access to transportation (compensation for mileage is provided).

## **Compensation**

Compensation is \$20.90 per hour plus 4% in lieu of health benefits and vacation. This successful candidate must start no later than July 8, 2024 in order to meet Canada Summer Jobs requirements.

## **Applying**

Email your **resume, cover letter, and samples of your social media and design work** to [korr@shorecentre.ca](mailto:korr@shorecentre.ca) by **no later than Friday, May 31st at 11:59 PM**.

Your cover letter should demonstrate why you are interested in working with SHORE Centre, an organization that focuses on sexual and reproductive health and education. We thank all applicants but only those selected for an interview will be contacted.