

MANITOBA START JOB OPPORTUNITY BROADCAST (J.O.B.) ADVERTISEMENT

POSITION	SOCIAL MEDIA COORDINATOR (WORKSTART)
JOB NUMBER	3113
NUMBER OF POSITION/S	1
NOC CODE	0611
CLOSING DATE	2018-02-08
LOCATION	Winnipeg, MB Inkster
ACCESSIBLE BY TRANSIT	Yes
HOURS PER WEEK	30
HOURLY WAGE RANGE	TBD
WAGE DETAILS	9:00 am - 3:00 pm - 30 min unpaid lunch Organization offer a competitive benefits package complete with Health, Medical and Dental Coverage, with an Employer RRSP Contribution Program after probation period.
JOB TERMS	Part Time
JOB DESCRIPTION	The Social Media Communications Director is responsible for the main operations, maintenance, evolution and success of all social media accounts. The Social Media Coordinator will work alongside the General Communications Coordinator in addition to the IT Director to lead and administer all social media marketing, advertising and communication strategies. By identifying the target stakeholders, they introduce them to interesting content, company promotions and updates, or special offers that capture attention and drive more visitors to the social media page. As they attract more individuals, the Director monitors the campaign and works with the IT Director to discover which bits of content proves to be the most effective. The Social Media Coordinator will work with a volunteer social media team to lead multiple outreach teams, and keeps teams on track by following the overall strategic plan. By monitoring progress according to the plan, the Social Media Coordinator determines what did or didn't work and adjusts strategies for the future.
JOB DUTIES	<ul style="list-style-type: none"> - Work in collaboration with the Communications Coordinator to ensure that all aspects of communications via social media and online are met. - Work with Directors to ensure that key strategies are reflected on social media in a timely manner. - Establish daily posting via Hootsuite. - Create and manage a team that can populate content on a daily basis on all social media pages and accounts. - Works with the graphic designers and videographer to create new social media content on a weekly basis.

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<p>JOB DUTIES</p>	<ul style="list-style-type: none"> - Scheduled photo and video opportunities with the intent of creating visually rich social media content. - Deliberate planning and goal setting of measurable social media results. - Development of brand awareness and online reputation. - Able to develop relevant social pages and content as per our mission. - Ability to target marketing strategies and groups to receive and disseminate our message. - Ability to get news, promotions and other event content to partnering organization for social media posting purposes. - Content management of all social media accounts including increasing likes, re-tweets and other measurable tracking.
<p>QUALIFICATIONS, REQUIREMENTS & SKILLS</p>	<p>Credentials:</p> <ul style="list-style-type: none"> - Vulnerable Sector Police Clearance - Social Media Management experience an asset (Facebook, Twitter, LinkedIn, Google, You Tube) - Web Development or ability to update Wordpress based websites an asset <p>Requirements:</p> <ul style="list-style-type: none"> - Highly collaborative style; experience developing and implementing outreach strategies. - Excellent writing/editing and verbal communication skills - A strong track record as an implementer who thrives on managing a variety of key initiatives - Relationship builder with the flexibility and finesse to "manage by influence" - High energy, maturity, and leadership with the ability to serve others and the community. - Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants and other supporters. - Self-starter, able to work independently; enjoys creating and implementing new initiatives
<p>APPLICATION PROCESS</p>	<p>Send targeted resume Apply through your CC</p>
<p>APPLICATION DETAILS</p>	<p>This is a WorkStart job opportunity. If you are eligible to enroll in WorkStart and interested in this job opportunity please kindly send your TARGETED resume to your CAREER COACH via e-mail. Please indicate the job number and the title in your application.</p>
<p>JD</p>	<p>Stacey Singbeil</p>