

Position: Social Media Coordinator

Employer: comdu.it

Location: Toronto, Canada

Date Posted: June 17, 2019

Job Term: 1 full time (35 hours per week) for up to 8 weeks

Salary: CAD 14.00 per hour

Job ID No.: 2019-004

Other Details: Priority will be given to those from the Canadian Tamil, racialized and indigenous, and LGBTQ2+ communities.

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, get the information and gain the skills, work experience and abilities they need to transition successfully into the labour market.

comdu.it is a fast growing global network of diaspora volunteers who are committed to the sustainable development of our traditional Tamil homelands in Sri Lanka. Our vision is to help shift diaspora engagement from charity to sustainability, from aid to economic development, and from sending remittance to building a knowledge economy instead. We are registered as a not-for-profit organisation in Ontario, Canada and as a charitable organisation in Hamburg, Germany.

POSITION SUMMARY

Reporting to the Director of Programs, the Social Media Coordinator provides social media community management support across multiple platforms. The Social Media Coordinator must be an energetic, detail-oriented, and creative individual who enjoys working within a small entrepreneurial environment that is vision-based, outcomes-focused, and community-oriented. The ideal individual will have the ability to exercise good judgment in a variety of situations and the ability to manage competing priorities while ensuring tact and discretion on confidential matters.

SCOPE AND RESPONSIBILITIES

- Develop an influencer/creator playbook, informing how we attract, engage, and retain creators to drive ongoing traffic.
- Work collaboratively at the intersection of marketing, product, content, and sales to develop powerful and memorable stories and interactive experiences that drive engagement on all social media channels.
- Build and implement a social, community, and creator calendar, to create visibility across the organization and opportunities for cross functional teams to provide input.
- Develop, track, measure, and report KPIs that measure social growth, traffic, brand perception, and sentiment
- Other social media duties, responsibilities, and projects as assigned.

QUALIFICATIONS AND EXPERIENCE

- Must meet the criteria for a Canada Summer Jobs position for youth between the ages of 15-30.
- Completed or pursuing undergraduate education in communications/marketing/digital or equivalent.
- Minimum 1 year of experience in social media community management.
- Excellent English writing, research, analytical, and presentation skills.
- Strong organizational, interpersonal and communication skills.
- Demonstrated strong critical thinking and analytical skills.
- Strong computer skills, MS Office, G Suite, WordPress, MailChimp, Fotor, Hub Spot, etc.
- Familiarity with the UN's 2030 Agenda for Sustainable Development a plus.
- Fluency in a second language (Tamil, French) a plus.
- Understanding of political, socio-cultural, and economic issues impacting Tamil-speaking communities in Sri Lanka is preferred.

HOW TO APPLY

- You must apply by email to info@comdu.it with "2019 Summer Job – Social Media Coordinator" in the subject.
- Your cover letter and resume combined should not exceed three (3) pages.
- **Please apply by no later than June 28, 2019 at 11:59 p.m. EST**

We thank you for your interest. Only those selected for further screening or an interview will be contacted. Applicant must be legally able to work in Canada.

comdu.it promotes pluralism and equal opportunity and is committed to diversity in its staffing and to the maintenance of an environment free of discriminatory employment practices. comdu.it's policy is to provide equal employment opportunity to all individuals. No individual shall be discriminated against because of actual or perceived age, caste, class, disability, marital status, religion, gender identity, or sexual orientation.