



## **Summer CO-OP Intern Student Position Digital - Marketing and Social Media Specialist**

Posted: May 2020

### **Job Posting**

#### **Summary**

The Creole Heritage Association Canada (CHA Canada) is a local not-for-profit organization in Nova Scotia and its mission is to connect and empower communities of Creole descendants worldwide through education, cross-border event and activities.

We are currently seeking a Digital - Marketing and Social Media Specialist this summer to work with us on our **Creole Heritage Celebration – 2021 Pilgrimage to Nova Scotia**. The event is organized and executed by CHA Canada, who is the employer of this job opportunity. The position is open to youth and students irrespective of their religion, age, gender, disability and sexuality, and ethnicity.

The Digital-Marketing and Social Media Specialist will help to formulate the Communication & Public Information Unit in CHA-Canada and CHA-International Canada and the individual will be responsible for the organization public image and communication efforts both locally and internationally.

The intern will develop a Marketing Plan for CHA-Canada and CHA-International Canada. The individual will be in charge for creating, coordinating, and managing all digital campaigns for fundraising, events, internal and external marketing materials, and community awareness; managing and running online content, including website and social media accounts; collaborating with CHA-Canada board to ensure digital applications meet organizational and end-user requirements.

This position reports on analytics, and offers related recommendations for improvements to website, social media, and other forms of online communications. Thus, the employee will undertake research, analysis, and benchmarking to help us maintain the organization's website, and integrate our communications and social media strategies!

As a social media expert and manager extraordinaire, the individual will work in a dynamic environment that requires a great deal of autonomy. The individual will advise and supervise the work of the social media department.

Supervising regular monitoring and researching trends in online communities and on social media, this job is designed for a strategic thinker who enjoys doing independent research, and is looking to apply marketing strategy, photography and IT skills to a real-world challenge.

Consistent with CHA Canada's commitment to history, culture, heritage, diversity and inclusion, we are particularly keen to interview and hire people of African descent candidates. CHA-Canada is much more than just a cultural organization: it's also you. At the center of CHA Canada creative energy are talented people with a passion for challenging their own limits. You will love to:

- ✓ Learn and grow within our international environment;
- ✓ Join a dynamic, high energy and creative team;
- ✓ Expand and reinvent ways of doing things;
- ✓ Work within our business casual environment.

<b><u>Degree Level</u></b>	Either Undergraduate or Masters Degree
<b><u>Degree Field(s)</u></b>	Web maintenance, Digital Marketing and Social Media
<b><u>Experience</u></b>	Previous work experience digital marketing, social media and public events.

**Minimum Qualifications:**

- Full-time student in communications, public relations, community development.
- Strong organizational, written and communication skills required.
- Demonstrated leadership skills and capacity to work independently.
- Experience with managing social media, website management/design, graphic design.
- Familiarity with community-based projects design an asset
- Knowledge and experience in working in the area of event planning an asset.
- Able to work from a supportive, confidential, non-judgmental, diverse communities. □
- Bachelor's degree or college diploma in Communications/PR
- 1-3 years of experience in PR and Media Relations in an agency or business setting
- Proven skills in pitching top-tier and grassroots media and landing organic coverage
- Strong relationships with media personnel and brand influencers are an asset
- Knowledge of broader marketing fundamentals, especially direct, digital and social media
- Strong understanding of communication strategies and experience developing talking points
- Exceptional interpersonal and listening skills
- Solid understanding of project management with extraordinary attention to detail skills
- Highly organized with strong time management skills
- Able to create simplified, easy-to-understand messaging while multitasking; Strong self-motivational skills
- Able to remain humble, empathetic and resilient
- Able to travel - Must have a valid passport or ability to obtain one
- Holds a driving license but a car is not required

### **On event:**

- Build extensive Media lists for each event that are tailored to specific markets that include but are not limited to print, broadcast, digital and radio.
- Coordination of all lead-up and on event media communications and press coverage, including scheduling of interviews with participants and clients
- Support the Public Relations and Communications Team and Venue Manager with the **creation of on-event ceremony scripting**

### **Content Generation:**

- Work with all teams and clients to identify participant stories and patient stories for use in media relations and digital marketing campaigns.
- Provide media training to spokespeople
- Collaborate with Copywriter to solidify key brand and campaign messaging

### **Duties and Responsibilities**

#### **The Digital and Marketing Specialist will:**

- Develop and execute a social media strategy, analyze and interpret metrics and offer recommendations for improvement.
- Maintain and monitor the organization's website and social media platforms by sourcing/creating and scheduling regular posts in keeping with CHA-Canada's mission and marketing plan.
- Manage all digital needs of the organization by developing strategies and awareness campaigns to support internal and external fundraising efforts, communications, special events, and media/public relations.
- Manage the organization's current social media outlets (Facebook, Twitter, Instagram, and LinkedIn) and explore the use of additional platforms. Create strategies to advance messaging to the broader community, with a focus on awareness, fundraising, and calls to action for events, lotteries, and other initiatives.
- Attend and assist at events, as required, to ensure social media coverage.
- Oversee website updates, functionality, and analytics for the organization. Collaborate with staff to ensure relevant communication pieces are included on the website and are regularly maintained.
- Source relevant data, images, and other content from counterparts internationally.
- Manage photography and video requirements as needed.
- Create videos to support marketing efforts of the fund development staff and work with outside vendors on video content.
- Assist with collection and inventory of video and photography for Donor Engagement System; work closely with third-party vendor to ensure content is updated regularly.

- Develop and create marketing materials for CHA-Canada's signature events, such as the annual Creole Celebration and Pilgrimage (including a sponsorship package), tribute gifts, campaign collateral, etc. Design expertise will be required with these materials.
- Work with the Database and Research Team on matters related to the Marketing and Communications portfolio, specific to website donor page functionality.
- Develop and coordinate online marketing strategies and fundraising initiatives.
- Distribute all e-blasts for the organization and support writing as required. Run reports, metrics, and manage data. Produce yearly plan and give direction on written content needed from Marketing and Communications Officer.
- Develop membership traffic
- Work collaboratively with and under supervision of the Board of Director of CHA-Canada
- Assist with raising public awareness of the CHA-Canada brand with press releases, Notices, digital media, communications, film production or media including social media advertising. Some experience in designing print or online content is preferred, as is experience in creating and/or editing video content.
- Strong interpersonal and communications skills are essential for this role, with bilingual (English and French) language skills an asset.
- Assist with the development/revision and distribution of event promotional materials and the possibility of assisting with presentations, special projects, fund development/fundraising, resource displays, etc. as required
- Develop online registration and payment of events on website
- Develop target campaigns and resources related to interculturalism, diversity, inclusion and fund development.
- Other duties or special projects as required.
- Position runs from Monday – Friday. May require some evenings/weekend work

### **Skills, Abilities & Expertise:**

**Competencies:** Analytical Thinking, Decision Making, Networking/Relationship Building, Managing Change, Values & Ethics, Valuing Diversity, Teamwork & Cooperation, and Organization and Planning.

**Wages:** \$15.00 per hour

**Work Status:** Full-Time Fall Placement from **October 5, 2020 to January 8, 2021**

**Hours of Work:** 35 hours a week, full-time and must be willing to work a flexible work schedule.

**Closing Date:** Applications will be received up to midnight on **Friday, August 28, 2020** @ [Creoleheritageac@gmail.com](mailto:Creoleheritageac@gmail.com)

**CHA-CANADA** also welcomes and prioritizes the contributions that individuals from marginalized communities bring to our organization. We encourage applicants to describe the ways in which their lived experiences will inspire and lead their contributions to this role with CHA-CANADA in their cover letter. Visit us at <https://www.chacanada.org/>