



## JOB POSTING

**Position Title:** Communications and Social Media Coordinator, Youth Leadership

**Job/Hours:** 1-year full-time contract with opportunity for renewal

**Compensation:** \$40,000 - \$45,000

**Closing Date:** March 9, 2018

**Organization:** Aboriginal Sport and Wellness Council of Ontario

**Division:** Youth Leadership and Mental Health Program

**Work Location:** Head office: 1090 Aerowood Drive Unit 1A, Mississauga, ON, L4W 1Y5

**Background:** The Aboriginal Sport & Wellness Council of Ontario (ASWCO) is the Provincial/Territorial Aboriginal Sport Body (P/TASB) for Ontario. ASWCO serves and provides for more than 130 Aboriginal communities and 29 Friendship Centers and those living in rural and urban settings, encompassing approximately 300,000 Aboriginal Peoples across the Province.

In 2017, ASWCO received funding from the Ministry of Tourism, Culture and Sport to launch a program focused on leadership, youth, and community. In May 2017, ASWCO launched the Youth Leadership and Mental Health Program (YLMHP).

Visit us at [aswco.ca](http://aswco.ca)

**Job Summary:** The Aboriginal Sport and Wellness Council of Ontario (ASWCO) has developed an Indigenous Youth Leadership and Mental Health program and is searching for a full-time Communications and Social Media Coordinator who can maintain a web portal, effectively utilize social media channels to grow participation, manage the distribution of information, create engaging content, and make informed recommendations to the strategy based on analytics

Reporting to the Youth Leadership Program Manager, with overall accountability to the ASWCO Director of Engagement, Operations and Policy and Senior Manager, Programs & Operations, the Communication and Social Media Coordinator is responsible for ensuring that the web portal is supported and delivers the highest possible quality to the user. To do this, the Communication and Social Media Coordinator is responsible for content development, technical support, and social media.

## **RESPONSIBILITIES**

- Populate, maintain and update a responsive web portal, while providing user support in a timely manner.
- Development of web content.
- Continuously research, fact-check and collaborate with stakeholders to ensure accuracy, relevance and timeliness of web content as necessary.
- Ensure consistency and accuracy between print and web content.
- Implement content changes to web banners, links, matching content to visuals/links.
- Designing, building, updating and Configuring & customizing WordPress, WP plug-ins & integrating with other tools.
- Develop and execute a social media content strategy.
- Publish regular, engaging content, compelling social campaigns, posts, and other content across all platforms, with a focus on content integration
- Grow social following in our key target segments.
- Manage social media platforms and analytics.
- Support YLMHP events, conferences and retreats as needed.
- Perform related administrative duties and other projects as assigned.

## **QUALIFICATIONS**

- Degree or diploma in related field (i.e.. Communications, Marketing, Digital Content Creation); certification in web marketing and writing for the web (highly desired); or equivalent combination of education and experience will be considered.
- Knowledge and focus on analytics and ROI such as implementing Search Engine Optimization elements, implementing plugins, Google APIs, event tracking codes is desired
- Working knowledge of MS Office; photo and video-editing software is an asset.
- Strong knowledge of maintaining a web site or portal on Word Press themes.
- Extensive knowledge of social media marketing programs & platforms (e.g. Instagram, Facebook, Twitter, Pinterest, Google Adwords, Google Analytics).
- Experience working within an Indigenous organization is considered an asset.
- Must have access to high speed internet at home or an alternate work space (when working remotely).
- Excellent communication (oral and written) and presentation skills, with an emphasis on concise and strategic use of language and positioning for social media

## **PERSONAL ATTRIBUTES**

- Passionate about social media and content marketing.
- Creative thinker and exceptional communicator.
- Outstanding organizational and planning abilities, with attention to detail
- Proficient command of English.
- Strong work ethic, with an ability to be a team player, but also capable of working independently.
- Highly motivated and committed to program success.
- Interest in community development initiatives.

## **HOW TO APPLY**

**Resume with a cover letter are to be submitted by March 9, 2018 at 11:59 pm.**

Please submit your application to:

TC Vardalos  
Aboriginal Sport and Wellness Council of Ontario  
1090 Aerowood Drive, Mississauga ON, L4W 1Y5  
Email: [tc.vardalos@aswco.ca](mailto:tc.vardalos@aswco.ca)  
Fax: 905-412-0325

Start date: Immediately