

# Social Media & Communications Coordinator

A not-for-profit organization founded in 1971, Paddle Canada is the national association for recreational paddling in Canada. Setting standards for instruction and certification for recreational canoeing, kayaking and stand-up paddling, Paddle Canada certifications are nationally accredited and internationally recognized. Each year, approximately 2000 certified instructors deliver sanctioned courses to more than 15,000 paddlers across Canada.



Paddle Canada is looking for a self-motivated, highly organized, and creative individual to oversee the management of our social media and communications. Reporting to, and working with our Executive Director, you will be responsible for creating original content, managing posts and responding to followers. As a social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and member engagement.

We offer competitive wages, the ability to work from home, and a flex schedule.

Hours: part-time (10-15 hours/week)

Salary: \$23/hour

## Roles & Responsibilities

- Research audience preferences and discover current trends.
- Create engaging text, image and video content.
- Develop clear Key Performance Indicators
- Train co-workers and volunteers to use social media in a cohesive and beneficial way.
- Develop an optimal posting schedule, considering web traffic and engagement metrics.
- Contributing to the development of Paddle Canada's brand and strategic direction
- Curating and editing monthly newsletter.
- Maintain contact lists.
- Other duties as necessary

## Qualifications & Education Requirements

- Proven work experience as a social media coordinator
- Expertise with multiple social media platforms (Facebook, Instagram, LinkedIn)
- Proficiency in English and French languages
- Ability to deliver creative content (text, image and video)
- Excellent communication skills
- Strong writing, editing, and proofing skills.
- Proven ability to be flexible and dynamic in meeting deadlines.
- Excellent time management skills and the ability to prioritize work.
- Attention to detail and problem-solving skills.
- Excellent written and verbal communication skills
- Detail oriented and comfortable working independently
- Superior organization skills and dedication to completing projects in a timely manner.
- Ability to work from home, with access to computer, internet.

Paddle Canada does not have a physical head office, but we operate out of Kingston, Ontario. The ideal candidate will need to be able to work from their home, so reliable internet, a computer and cell phone is required. The ideal candidate must also have a strong work ethic, with a proven ability to work while not under direct supervision. Ideally, the candidate would live in the Kingston area, but it is not necessary.

Your application should include a letter of introduction, resume and samples of your work. Please send via [email](#) attention to Michelle McShane, Executive Director.

Applications closes May 12, 2023