SOCIAL MEDIA ASSISTANT

The Ontario English Catholic Teachers’ Association, representing 45,000 teachers in Ontario’s publicly funded Catholic schools, invites applications for the position of Social Media Assistant in the Communications and Government Relations departments.

The position calls for an individual who can work independently as well as in a team environment. They shall have the ability to exercise excellent judgment and personal initiative.

The Social Media Assistant supports the communications and outreach activities for the Communications and Government Relations departments. Duties include, but are not limited to:

- Assisting with the development of social media marketing strategies to effectively share news and information, including the promotion of Association events, courses, and activities, with various audiences.
- Monitoring social media for breaking news, issues, and trends, and curating information to be shared on the Association’s social media platforms.
- Analysing written reports, news items, daily media, and public policy developments affecting labour and education, to communicate pertinent information and positions on the Association’s social media platforms.
- Protecting and advancing the Association’s reputation by creating and promoting a consistent, credible, and authoritative brand identity online.
- Attending Association events and providing coverage of events on social media platforms.
- Providing guidance to the Association on best practices regarding social media use.
- May assist with the creation of written and visual content, including posters, shareables, infographics, and videos, for the Association’s social media platforms.

Minimum Qualifications include:

- High level of proficiency with social media platforms such as Facebook, Twitter, Instagram, and YouTube, as well as knowledge of social media management platforms;
- Exceptional oral and written communication skills including the ability to write for, and address, a wide variety of audiences;
- A strong ability to read, grasp, understand, analyze, and reproduce information in a manner consistent with the Association’s brand identity and goals;
- Capable of sourcing information from online sources and monitoring social media for trends and breaking news;
- Proven experience in researching and fact-checking a wide variety of information;
- Editing and proofreading skills;
- A demonstrated ability to work simultaneously on multiple projects to ensure deadlines are met;
- Experience writing content for websites, magazines, and newsletters;
- Well-developed and current computer skills in the full Microsoft Office Suite (especially Word, Excel, PowerPoint) and Acrobat, with accurate keyboarding skills;
- Demonstrated ability to follow instructions and strong attention to detail with adherence to complex policy and procedures;
- A minimum of three years digital communications experience, or equivalent.

Desirable:

- An understanding of a union environment;
- A general understanding of the Ontario education system and its relationship to provincial politics.

Education Requirements:
Completion of a post-secondary program with a preferred focus in communications, public relations, social media marketing, journalism, and/or professional writing.

Interested parties should submit written applications with résumés confidentially to hr@catholicteachers.ca by 4:00 p.m. on Friday, June 11, 2020.

Catholic Teacher’s is an equal opportunity employer.