

## **SOCIAL MEDIA ASSISTANT**

The Ontario English Catholic Teachers' Association (OECTA), representing 45,000 teachers in Ontario's publicly funded Catholic schools, invites applications for the position of Social Media Assistant. The Social Media Assistant will assist in communications and outreach activities for the Government Relations and Public Affairs department, and other departments as directed by the General Secretary.

### **Principal Duties and Responsibilities**

- Assists 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.
- Monitors social media for breaking news, issues, and trends, and curates information to be shared on the Association's social media platforms.
- Analyzes 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.
- Protects and advances the Association's reputation by creating and promoting a consistent, credible, and authoritative brand identity online.
- Attends Association events and provides coverage of events on social media platforms.
- Provides guidance to the Association on best practices regarding social media use.
- Will assist with the creation of written and visual content, including posters, shareables, infographics, and videos, for the Association's social media platforms and publications.
- As well as perform other duties as assigned by the Manager of Human Resources or designate.

### **Minimum Qualifications**

- 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.
- Experience in developing video and graphical content for social media platforms, using a variety of software.
- A minimum of three years digital communications experience, or equivalent.

### **Desirable**

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

### **Education**

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

**Benefits**

OECTA is committed to providing our employees with an empowered, supportive, inclusive, and diverse working environment. All permanent employees have access to:

- Competitive Salary
- Pension Plan
- Comprehensive Health and Dental Benefits
- Religious Holy Days
- Paid Vacation and Sick Days
- Wellness Resources

**Start Date:** Immediate

**APPLICATION PROCESS**

The Ontario English Catholic Teachers' Association is committed to employment equity and is actively seeking to ensure a representative workforce. Applicants with lived experience as an Indigenous person or a member of an equity-seeking group are encouraged to self-identify in their covering letter.

In accordance with the *Accessibility for Ontarians with Disabilities Act* and all other applicable legislation, The Ontario English Catholic Teachers' Association is pleased to accommodate individual needs for applicants with disabilities within the recruitment process. Please let us know if you require an accommodation to ensure your equal participation in the recruitment and selection process.

Qualified candidates are required to submit a cover and résumé electronically to the attention of Cindy Robidoux, Manager of Executive Administration and Human Resources, [careers@catholicteachers.ca](mailto:careers@catholicteachers.ca)

*We appreciate the interest of all applicants, however, only those selected for an interview will be contacted.*