

### **Social Media Assistant: 8-month term**

The Ontario English Catholic Teachers' Association, representing 45,000 teachers in Ontario's publicly funded Catholic schools, invites applications for the 8-month term position of Social Media Assistant.

The position will provide support as a social media assistant in the Government Relations and Public Affairs department.

#### **Responsibilities Include:**

- Supports communication and outreach activities in the Government Relations and Public Affairs department.
- 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 channels daily 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.
- Assists in the creation of written and visual content, including posters, shareables, infographics, and videos, for the Association's social media platforms and publications.
- Proactively maintains an organized social media content calendar and contributes ideas for content, campaigns, and social media-focused engagement strategies.
- Ensures all social media content reflects the Association's principles and values regarding Accessibility, Inclusion, Diversity, and Equity (AIDE) and incorporates AODA (*Accessibility for Ontarians with Disabilities Act*) standards for accessibility.
- Other duties as assigned by the Manager of Executive Administration and Human Resources or designate.

#### **Education**

Completion of a post-secondary program with a preferred focus in communications, public relations, social media marketing, journalism, and other related fields.

#### **Required Skills**

- A minimum of three years digital communications experience, or equivalent.
- High level of proficiency with social media platforms such as Facebook, X/Twitter, Instagram, Bluesky, and YouTube, as well as knowledge of social media management platforms such as Sprout Social.
- High level of proficiency in developing and editing images and video content for social media platforms, using a variety of software.
- Well-developed and current computer skills in the full Microsoft Office Suite (especially Word, Excel, and PowerPoint) as well as Adobe Acrobat.
- Excellent understanding of political landscapes and a keen interest in current events.

- A general understanding of the Ontario education system and its relationship to provincial politics.
- Exceptional oral and written communication skills including the ability to write for, and address, a wide variety of audiences.
- Experience writing content for websites, blogs, and newsletters.
- 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 resources and monitoring social media for trends and breaking news.
- Experience in researching and fact-checking a wide variety of information.
- Proven ability to proofread and edit various materials.
- Demonstrated ability to follow instructions and strong attention to detail with adherence to complex policy and procedures.

**Desirable**

- An understanding of a union environment.

The successful candidate prioritizes punctuality, has strong scheduling skills, efficient task planning, and completes their assignments in a timely manner. They have the initiative to work independently, as well as in a team environment. They anticipate the Association's needs and complete duties related to cyclical functions, planning in advance when required. Due to the demands of the position, they must have the ability to excel in a time sensitive environment, remaining focused and attentive while prioritizing multiple assignments, often with short deadlines, and willing to work overtime as the need arises.

Salary

This is a unionized position under the terms and conditions of a collective agreement. Starting salary begins at approximately \$77,485 and increases with experience to a maximum of approximately \$84,418 after 18 months.

Application Process

Qualified candidates are required to submit a cover letter and résumé via LinkedIn to:

Cindy Robidoux, Manager of Executive Administration & Human Resources

The deadline to apply is noon on February 13, 2026.

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

OECTA is committed to employment equity and actively seeks to ensure a representative workforce. Applicants with lived experience as an Indigenous person or a member of an equity-deserving group are encouraged to self-identify in their cover letter.

Please consider answering the following:

1. Do you self-identify as First Nations, Métis, and/or Inuit?
2. Do you self-identify as a member of a Black community or racialized community?
3. Do you self-identify as a person living with a disability?
4. Do you self-identify as a woman, man or as gender diverse?
5. Do you self-identify as 2SLGBTQIA+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual)?

In accordance with the Accessibility for *Ontarians with Disabilities Act* and all other applicable legislation, OECTA is pleased to accommodate individual needs for applicants with disabilities within the recruitment process. Please let us know if you require accommodation to ensure your equal participation.