

## JOB DESCRIPTION

### SOCIAL MEDIA AND CONTENT COORDINATOR

**Reports to:** Director of Communications

**Working Conditions:** Full-time, Monday-Friday, with occasional evening and weekend work. This position is remote and may be based anywhere in Canada.

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#### POSITION SUMMARY:

Supporting the Communications Team, the Social Media and Content Coordinator will work closely with the Communications Officer, assisting in the day-to-day activities of all Food Banks Canada social channels, this will include creating, editing, posting, monitoring, and engaging on all channels. The Social Media and Content Coordinator will also work closely with the Content Officer, assisting with the development and deployment of all internal and external communications, including the coordination of the translation process.

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#### RESPONSIBILITIES:

- Assist with the development and editing of social posts for Food Banks Canada and our partners on Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Support social media content development to ensure alignment with brand messaging, tone, positioning, and guidelines
- Assist in the management of the monthly social calendar
- Support day-to-day scheduling, posting, and monitoring on all social channels
- Review analytics and create reports on key metrics.
- Stay up to date with emerging trends to incorporate creative and innovative ideas to drive higher engagement on social media.
- Monitor network, partners, influencers, and relevant news to identify opportunities to join the social conversation as a leader in the space
- Work collaboratively with other departments adhering to developed internal processes, schedules and timelines
- Assist with email and website content development, including reviewing and copy editing
- Responsible for email deployment through MailChimp
- Coordinate the translation process for internal and external communication throughout the organization
- Monitor media daily through Meltwater and pull reports as required

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#### CORE COMPETENCIES:

1. **Relationship Building & Collaboration:** *Builds effective relationships and cooperates with internal and external stakeholders to strengthen Food Banks Canada's culture, support diversity and inclusion in the workplace, and achieve shared goals.*

##### **Behavioural Indicators:**

- Cooperates with others by encouraging their participation and valuing their contributions
- Seeks out opportunities to collaborate with and help others on their team
- Builds rapport with internal and/or external stakeholders by seeking to understand their interests and finding common ground
- Works effectively and gets along with a wide variety of individuals and groups, valuing diverse views and opinions
- Seeks out and values constructive feedback, using feedback to identify areas for self-improvement

2. **Commitment to Results:** *Demonstrates commitment to Food Banks Canada’s mission and purpose, uses effective planning to determine the steps needed to achieve results, and is accountable to following those steps to reach goals.*

**Behavioural Indicators:**

- Develops work plans to structure individual work to achieve goals
- Looks for ways to improve individual performance to add value for the organization
- Can be relied upon to follow through on commitments with minimal or no supervision
- Demonstrates commitment to goals in the face of obstacles and identifies where workplans may need to be changed to achieve desired results
- Consistently delivers high quality work within or before deadlines

3. **Flexibility & Adaptability:** *Easily adapts to different conditions and scenarios within one’s role and the organization and demonstrates openness to new ways of doing things.*

**Behavioural Indicators:**

- Demonstrates positivity and openness when faced with a change and shifts priorities accordingly
- Seeks out further information or new skills in order to facilitate adaptation of a change
- Exhibits flexibility in approach to meet the needs of unique situations while adhering to organizational values
- Welcomes and fully supports changes and new ways of doing things in their work
- Makes changes to work plans to adjust to changing priorities and needs

4. **Problem Solving & Judgement:** *Assesses situations, analyzes information, and uses sound judgment to find solutions to issues and mitigate risk, soliciting input from others where appropriate.*

**Behavioural Indicators:**

- Uses an analytical approach to identify underlying causes of issues to determine the best solution
- Evaluates multiple options to determine the best way to move forward when situations are ambiguous
- Generates own ideas and solutions to issues prior to escalating and bringing them forward
- Identifies potential risks impacting the achievement of strategic goals and takes steps to mitigate risk

5. **Communication:** *Listens actively and clearly conveys information and ideas verbally and in writing, in a professional and respectful manner, to ensure mutual understanding.*

**Behavioural Indicators:**

- Actively listens to and considers the thoughts and ideas of others
- Demonstrates an awareness of non-verbal communication and utilizes appropriate and professional body language
- Communicates clearly, concisely, and professionally in-person and through electronic means
- Able to determine appropriate communication channels and methods for a particular scenario, message, or audience

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**KNOWLEDGE, SKILLS & ABILITIES:**

- Deep knowledge of social media platforms – Facebook, Instagram, Twitter, LinkedIn, and YouTube
- Proficiency with editing tools like Canva
- Proficiency with project management tools like Monday.com

- Proficiency with email management tools including Mail Chimp or equivalent
- Experience with Microsoft Office
- Knowledge of HTML, Photoshop, and WordPress an asset
- Superior communications skills, an expert in creating compelling content with strong copy-editing skills
- Ability to successfully manage complex organizational structures and relationships, building relationships within a cross-functional team
- Flexible to multiple department/stakeholder input
- Strong organizational skills with the ability to effectively coordinate multiple projects, meet deadlines and priorities.
- Initiative, self-starter, ability to work with little supervision
- Thrives in a fast-paced, dynamic environment
- Familiarity with the issues surrounding hunger and poverty an asset and committed to the organizational mission of ending hunger
- Bilingual (English & French) a strong asset

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#### **EXPERIENCE, EDUCATION & QUALIFICATIONS:**

- Completion of an undergraduate degree or equivalent in public relations, communications, journalism, business or related field
- Minimum 2 years' related experience
- Proven experience working in a digital environment including social media and content management and development
- Experience working with a non-profit/charitable organization is an asset

This job description is provided to capture the primary components of this role. It is not meant to be an exhaustive list. An individual may be required to perform other tasks which may not be listed but are consistent with the general intent of this role.

From time to time, Food Banks Canada may make changes to this job description. Reasons for such changes include, but are not limited to, changes in business processes and practices, technology changes, legal requirements, network feedback, or changes to organization structure and reporting relationships.