

Digital Marketing and Social Media Coordinator/Intern

Location: Online/Sarah McDonald's Place

Job Type: Part-Time; 4-month Contract with possible extension (Approx: 15 hours/week)

Contract Start Date: June 15, 2021 (As soon as possible)

Posting Closing Date: May 24, 2021

About BPT (Black Physicians of Tomorrow)

Black Physicians of Tomorrow (BPT) is a not-for-profit organization that provides African, Black, Caribbean (ABC) Canadian students with the knowledge, tools, resources, and opportunities needed to prepare for and attain a career in the allied health professions.

STEMWorks is a program created by Black Physicians of Tomorrow (BPT) to provide the community with free, accessible services for youth living within the Durham Region. Through this program, students ages 12-19 can gain access to free tutoring support in English, Mathematics, Science courses (STEM subject areas) and participate in hands-on workshops to reinforce concepts learned in the classroom while increasing their exposure to the STEM industry. The STEMWorks Program works in partnerships with educators and other organizations in the community to collaborate on the development and facilitation of Life Skills and other STEM-based workshops to support the personal and professional development of program participants.

Position Overview

Working closely with the Program Director and program staff, the *Digital Marketing and Social Media Coordinator* will be responsible to create marketing strategies and social media campaigns to raise awareness and promote BPT programs. In addition, the *Digital Marketing and Social Media Coordinator* will help to build an online community and engage with program participants on social media platforms.

The *Digital Marketing and Social Media Coordinator* is someone who is skilled in utilizing various digital publishing platforms to create structured drafts of social media content; content that will be used to generate traffic and connect with community members. The *Digital Marketing and Social Media Coordinator* is someone who blends their creativity and personality to meet the content guidelines of the organization. The successful candidate will be someone who believes in the organization's mission and vision and is motivated to work to elevate all programs to the next level. This role will be critical in creating effective and high quality content that will be shared on the organization's website, social media platforms, and email newsletters.

Key Duties and Responsibilities

Posting & Administration

- Help develop a social media marketing strategy (posting schedule)
- Post any and all received material to social media platforms (Facebook, Instagram)
- Monitor trends in social media tools, applications, channels, design and strategy
- Analyze key metrics and tweak strategy as needed
- Identify threats and opportunities in user-generated content surrounding the company
- Report notable threats to appropriate management

Content Creation

- Create, curate, and manage all published content that align with organizational goals (images, video, reels)
- Design, create and manage promotions and social ad campaigns
- Create and publish content on organization's website to ensure all information is consistent with content on social media platforms

Community Engagement

- Engage with followers, community partners by liking, commenting, etc. daily
- Responding to messages on Instagram, Facebook, LinkedIn, etc.
- Providing any support with any loose ends during events
- Handling social media platforms during events
- Working closely with the Social Media team to assist with his/her workload

Other

- Follow policies, procedures and Health & Safety standards; works in a safe manner
- Establishes relationships with essential staff and community partners

Qualifications and Skills

- Undergraduate degree, college diploma in Marketing, Graphic Design, Business Management or a related educational background
- Professional experience in marketing and social media content development of 3+ years. Experience working within community programming is a strong asset.
- Displays in-depth knowledge, creativity and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, LinkedIn etc.) and how each platform can be deployed in different scenarios.
- Displays ability to effectively communicate information and ideas in written, audio and video format
- Experience sourcing and managing content development and publishing
- Demonstrates an understanding of creating culturally sensitive, Anti-Oppressive, Anti-Racist content for target demographic that aligns with organization's mission/vision
- Commitment to supporting the BIPOC community;

- Commitment to be a contributing member to a learning organization.
- Possesses great ability to identify potential negative or crisis situations and apply conflict resolution principles to mitigate issues.
- Ability to work independently as well as a team member
- Organized with an ability to prioritize time-sensitive assignments
- Ability to effectively present information and respond to questions;
- Ability to define problems, collect data, establish facts and draw conclusions;
- Maintains excellent writing and language skills.
- Must be self-motivated.

Interested individuals who meet the stated qualifications are invited to apply by sending their resume and cover letter in a PDF for Microsoft Word format to: **Philippa Beaden**, Director of Administration at info@bptcommunity.ca no later than **May 24th at 11:59 pm**. Only applicants selected for a virtual panel interview will be contacted.

If you have any questions regarding the position and/or the application process, please contact: **Philippa Beaden**, info@bptcommunity.ca

In order to effectively provide culturally appropriate support for the ABC youth program participants and their families and to alleviate under-representation of ABC individuals within leadership roles in the community services sector, candidates who have lived experience will be strongly considered.

Black Physicians of Tomorrow is an equal opportunity employer, committed to creating an inclusive, accessible workplace culture that is reflective of the community in which we serve. All Individuals will be considered for employment. Should you require accommodations, please let us know.