



The Social Media Coordinator thrives in a small cross-functional team, is driven, a proven self-starter and is results-oriented. This person will be creative and resourceful, and able to execute the team's ideas to create engaging online content. The Social Media Coordinator will produce compelling storytelling content based on data insights, background research, and a thorough understanding of the Sea To Sky Hospice Society's needs. This role will report to the Executive Director and work with the Program/Volunteer Coordinator.

RESPONSIBILITIES

There are 3 elements to this role: Content Planning, Content Creation, and Community Engagement:

Content Planning

- Plan content based on defined events and relevance to hospice as well as content in the communications document. Expected frequency is 1-2 posts per social media account per week.
- Set up social media post calendars and publish posts to accounts in an accurate and timely manner.

Content Creation

- Copywriting and visual asset creation for digital and social media channels of the Sea to Sky Hospice Society. Channels include but are not limited to blog, Facebook, Instagram, and updating or making changes to the Sea to Sky Hospice Society Website and assist with the preparation of the newsletter as required.
- Graphic design and videos for social media assets for hospice accounts such as branded Instagram stories.
- Expected to create 1 – 2 posts per social media account each week.
- Support the Executive Director and Program/Volunteer Coordinator by assisting with online sourcing of social media content for reposting / sharing.
- Organizing assets and planned posts into the correct team folders.
- Contributing ideas to the team goals that will increase year-over-year or month-over-month engagement metrics for hospice.

Community Engagement

- Monitoring the Sea to Sky Hospice Society social media accounts with near real-time responses to inquiries, comments, and engaging community to drive conversations and relationship building.
- Alerting the team and/or client(s) within a 3-hour period if comments require attention.

The Sea to Sky Hospice Society

38140 Behrner Drive
Squamish, BC. V8B 0J3

<https://seatoskyhospicesociety.ca>

info@seatoskyhospicesociety.ca



QUALIFICATIONS

- Must be able to provide sample work or include a link to your online portfolio
- Experience in the social media industry or equivalent
- Fluent in using Microsoft Office, Canva, and WordPress
- Experience designing social media assets using mobile apps on the go.
- Resourceful – able to meet tight deadlines in an accurate and timely manner by leveraging resources in our internal and external network. Able and open to asking for help and team support.

Duties and responsibilities include the following:

- Support the Executive Director in creating and implementing social media strategies with the goal of driving engagement and growth across all channels.
- Help grow and manage social media presences on all owned platforms, including but not limited to, Facebook, Instagram, YouTube, Blog posts and the Sea to Sky Hospice Society Website.
- Write social media post copy, and work with the Executive Director for approvals.
- Develop and maintain a monthly posting schedule across multiple platforms leveraging internal tools to organize and post.
- Produce livestreams using Facebook and Instagram platforms, with the potential of integrating YouTube.
- Support brand awareness and encourage the generation of user created content via active community engagement and conversation
- Capture photography and assist in art direction for the development of all visual content for social channels. Assist with creating other marketing collateral on an as required basis.
- Collaborate with other teams to help meet their needs through social media and other digital platforms.

Hours: 15-20/ month

Compensation: \$25/hr

Position: Contract

For more information or to apply, please send your CV or resume, cover letter and all relevant material including examples of your past creative work to info@seatoskyhospicesociety.ca

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