



SOCIAL MEDIA ASSISTANT JOB DESCRIPTION

Full-Time, Contract (8 Weeks)

The Scleroderma Society of Ontario works closely with patients, caregivers, medical professionals, and volunteers to raise awareness and funds for research, to provide education and to advocate for patient rights. Our awareness efforts take place throughout the year, but there are priority efforts in May and June as we celebrate Scleroderma Awareness Month. This includes but is not limited to the following: maintaining communication with Make A Move For Scleroderma fundraisers and leaders, providing assistance and support to said leaders and organizers, engaging, training and maintaining relationships with community volunteers and champions.

The Social Media Assistant supports many of the organization's digital communications initiatives related to building public awareness, patient support and education, and fundraising events.

ESSENTIAL DUTIES INCLUDE:

1. Support the development of engaging social media posts through our June Awareness Campaign.
2. Social media content creation to complement Scleroderma's four pillars of education, advocacy, awareness and research.
3. Monitor and update social media sites (Facebook, Twitter, and Instagram) as needed.
4. Create reports for social media analysis to identify and recommend actionable insights.
5. Engage with social communities, patients, and influential prospects to build relationships within the scleroderma community and encourage a community voice.
6. Identify micro and nano influencers and loyal followers to work with, establishing a working relationship with them to create appropriate content.
7. Assist with ad-hoc social media initiatives as necessary.
8. Assist with creation and logistics of email campaigns for patient support, public awareness, advocacy, and fundraising event efforts.
9. Support graphic design efforts using Canva, as needed.
10. Work with regional representatives and office staff to ensure websites are up to date and in working order.
11. Monitor and update the story-bank of #MySclerodermaStory spotlights.
12. Attend and assist at local Make A Move For Scleroderma event and Golf Tournament
13. Other duties as assigned.

REQUIRED SKILLS:

1. Keyboarding skills and familiarity with MS Office Suite & Canva
2. Extensive experience with social media and other web-based communication methods
3. Strong verbal and written communication skills
4. Attention to detail and design
5. Proven problem-solving/multitasking skills



CAREER RELATED FIELDS OF STUDY

Communications/Social Media: Hands-on experience using social media and professional communications in an organizational context to promote the mission of a national, non-profit charitable organization.

Non-Profit Administration: Exposure to multidisciplinary skills required to effectively manage a non-profit organization including fundraising, project management, budgeting, and advocacy.

Event Marketing: Experience with event planning for community/non-profit events and operations, project management, social media, and working with volunteers.

LOCATION & HOURS

This is a full-time (35 hours per week), contract (8 weeks) position. This employment opportunity offers an option to be a hybrid position – part work-from-home and part in office, located at 41 King William St. Suite 203, Hamilton, ON.

Typical Hours - Monday to Friday – 9:00am – 5:00pm

*During June Awareness month when Scleroderma Canada and Scleroderma Ontario organize fundraising walks, the coordinator will be expected to be available to work flexible hours, including some weekends, to support our Make A Move For Scleroderma Events.

***This position is supported by the Canada Summer Jobs program, to create quality summer work experiences for young people aged 15 to 30 years. Pay rate is \$15.00/hour.*

**All interested applicants should e-mail their resume and cover letter to info@scleroderma.ca