

Social Media Specialist

Post Created November 8, 2021

This position supports the mission of the Crisis & Trauma Resource Institute (CTRI) and its partner company, ACHIEVE Centre for Leadership (ACHIEVE). Our hope is to create a trauma-informed world and help create great workplaces through our training and consulting services. As a member of our collaborative seven-person marketing team, you would be responsible for social media posting, engaging with our social media community of 35,000 followers, developing social media strategy in collaboration with other team members, social media advertising and tracking/analytics. This is a fast-paced job that requires adaptability, quick work, attention to detail, and an ability to problem solve in the moment. As is the case with all positions at CTRI/ACHIEVE, this role will evolve over time in support of the company and in connection with the strengths of the person hired. This role reports to the CEO.

Start date: as soon as possible

Day-to-Day Duties

- Implement social media strategies including scheduling and posting content on Facebook, Instagram, LinkedIn, Twitter and possible additional platforms.
- Plan and execute strategies to drive social media traffic to our websites
- Collaborate on monthly content calendar
- Be primary person to engage with our social media community. We have over 35,000 followers across various platforms.
- Review success of campaigns and develop ways to improve
- Stay up to date and experimenting with new trends in social media
- Project manage various marketing-related campaigns
- Innovate ways to reach our target audiences through digital marketing projects and beyond

Special Projects:

- Other projects as assigned (not necessarily related to social media)

Work Hours, Wages, & Benefits

This is a 37.5 hour/week position with some flexibility regarding start and stop times. The successful candidate will have a desk at our office at 120 Sherbrook Street in Winnipeg, but may be asked to work from home as needed during the pandemic. An extended benefits package is available after three months of employment.

Wages: \$38,500 – \$43,000 starting salary, depending on qualifications and experience

New employees start with four weeks of paid vacation/personal days.

Required Qualifications/Skills

- Experience identifying and creating campaigns for target audiences
- Knowledge and focus on analytics, ROI, and ability to capitalize on trends
- Ability to handle and prioritize multiple tasks
- Excellent organizational and time-management skills
- Experience in using Microsoft Office and social scheduling programs
- Personable and friendly, fun and grounded
- Can accept feedback and make changes with minimal defensiveness
- Exceptional contributor to team environment
- Demonstrates continuous self-improvement
- Strong writing skills
- Self-motivated and able to work independently
- Pays attention to detail
- Shows understanding and appreciation for our diverse audience
- Demonstrated commitment to our core values which are:
 - Embody – We practice what we teach.
 - Engaged – We care about each other and our mission.
 - Flexible – We pitch in where needed
 - Productive – We get things done, individually and collaboratively.
 - Receptive – We are open to feedback and improvement.

Education & Experience

- Demonstrable social media experience.
- Social media training such as a college or university level certificate or degree in a relevant field is an asset.

To Apply

Please send the following in **one attachment**: resume, cover letter, three work/school-related references, and a response to the following questions:

1. *What do you do to contribute to a healthy, vibrant work culture?*
2. *Please describe your understanding of the work of CTRI and ACHIEVE, and how the position of Social Media Specialist helps in fulfilling our mandates.*

Include a link or second attachment of any applicable social media work.

Send Applications To:

Cindy Rublee at cindy@ctrinstitute.com

Closing & Interviews

Applications will be accepted until 9 a.m. November 22, 2021 (or until the position is filled). Successful applicants will be contacted by video conference during the week November 22 for a brief interview. Full length interviews will take place soon after the initial screening.