

# CONTENT CREATOR / SOCIAL MEDIA SPECIALIST

**Job Title:** Content Creator / Social Media Specialist

**Job Reports to:** Marketing Manager

**Category:** Permanent, part-time

**Location:** Kamloops, British Columbia. This is not a remote position.

**Salary:** \$22/hour

**Benefits:** 50% employer paid extended health benefits

**International Travel:** Opportunities to visit DWC project sites on volunteer trips

**Paid Time Off:** Three (3) weeks' vacation, birthdays, and statutory holidays

**Closing Date:** Open until suitable candidate is found.

Developing World Connections is an international development charity. Its mandate is to address issues of poverty and social justice throughout Africa, Asia and Latin America. This work is carried out by sending volunteer teams and implementing long-term, donor-funded projects directly with its in-country partners.

Developing World Connections is committed to a positive and collaborative work environment where all employees are appreciated for who they are and what they contribute. Here's a peek at the great things you'll be doing.

## Position Summary:

If you are a bright social media marketer with strong content creation skills, then we're looking for you! Developing World Connections is an international development charity located in Kamloops, British Columbia. Its mandate is to address issues of poverty and social justice and create greater global engagement. Reporting to the Manager of Marketing and Communications, the **Content Creator / Social Media Specialist** will be responsible for:

- Setup and manage social media campaigns (Facebook, Instagram, LinkedIn, Twitter, Youtube),
- Creating content for social media platforms,
- Writing, graphic design and video editing for various department requirements
- Monitoring and evaluating analytics to ensure marketing is relevant and achieving campaign objectives,
- Managing a content calendar and creating material that will attract and connect with our audience,
- Maintaining brand continuity across online presence to printed material and other touchpoints,
- Assisting in strategy and execution of marketing objectives,
- Providing monthly reporting on social campaigns and any actions to improve performance,
- Ensuring social media accounts comply with company and legal social media policies,
- Managing and reporting on a budget,
- Coordinating a pipeline of content and archiving footage and images from various sources
- Assisting in fundraising activities (printed mailouts, annual charity golf tournament),
- Provide administrative support within the office and other miscellaneous duties as required.

THIS IS NOT AN ENTRY POSITION

## Requirements:

- Minimum two years' experience managing social media accounts in a professional capacity across major platforms,
- Demonstrated ability to grow an engaged audience on social media,
- Excellent understanding of graphic design and video editing skills,

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- Familiarity and experience with automated scheduling, project management and CRM tools,
- Excellent command of (written) English, including strong creative copywriting and editing skills,
- Passionate about social media, graphic design, brand identity, photography and videography,
- Demonstrated experience creating content

Preference will be given to candidates with:

- Bachelor's degree in Media Design, Marketing or equivalent,
- Experience managing Google grants, AdWords, SEO and analytics,
- Experience maintaining/updating Wordpress sites,
- Passion for international travel and grassroots community development.

Applications to be directed to DWC's Marketing Manager.



[jody@developingworldconnections.org](mailto:jody@developingworldconnections.org)

Please reference **Content Creator / Social Media Specialist** in the subject line and attach a cover letter, resume and portfolio link for consideration.

### Check us out



[developingworldconnections.org](http://developingworldconnections.org)



[facebook.com/DevelopingWorldConnections](https://facebook.com/DevelopingWorldConnections)



[instagram.com/developingworldconnections](https://instagram.com/developingworldconnections)

Only short-listed candidates will be contacted. This position will remain open until a suitable candidate has been found.

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