

Partners In Health Canada – Job Description

Position Title: Social Media Coordinator

Reports To: Manager, Digital Communications and Grassroots Strategy

Location: Toronto (Hybrid)

Duration: Part-time 12-month contract position until July 2027, with possibility of renewal

Hours: 20 hrs/week

Posting Date: June 10

Posting Close: June 24

Start Date: July 14 or as agreed

Organizational Profile:

Partners In Health (PIH) is a global health and social justice organization relentlessly committed to improving the health of the poor and marginalized. PIH partners with local governments to build capacity and works closely with impoverished communities to deliver high-quality health care, address the root causes of illness, train providers, advance research, and advocate for global policy change. In a world too willing to value one human life over another, PIH stands in solidarity with the destitute, the marginalized and the sick. We pursue a moral mission within a medical context: to provide the best health care to those who need it most. Partners In Health Canada was founded in 2011 and is based in Toronto. Visit www.pihcanada.org to learn more.

About the Role

Partners In Health Canada is seeking a part-time Social Media Coordinator to support our social and digital communications portfolio. This role will provide practical support across social media production, caption drafting, content organization, reporting, trend monitoring, and workflow systems.

This is a hands-on role for someone who is organized, digitally fluent, attentive to detail, and interested in global health equity, social justice, advocacy, and nonprofit communications. The person in this role will help keep the social content pipeline moving while supporting stronger systems behind the work.

Key Responsibilities

Social content production (40%)

- Draft routine social captions, adapt approved copy for Instagram, LinkedIn, Facebook, and Bluesky.
- Support blog-to-social repurposing, including hooks, carousel outlines, and caption drafts.
- Support simple carousel and reel production, including clip pulls, subtitles, thumbnails, Canva builds, resizing, and exports.
- Prepare alt text, CTAs, and platform-specific copy variations.

Calendar, workflow, and asset support (35%)

- Maintain the social content calendar, including deadlines, links, statuses, UTMs, and approvals.

- Prepare weekly production brief with upcoming posts, draft links, and key questions.
- Organize social folders, Canva files, source materials, final exports, and reusable content banks.
- Support asset sourcing, file naming, and basic rights/credit tracking.

Trend monitoring and content ideation (15%)

- Monitor relevant social trends, peer organizations, nonprofit campaigns, and global health/youth organizing spaces.
- Maintain a social ideas bank with possible content formats PIH Canada could adapt.
- Prepare trend or ideas scans with examples, links/screenshots, and recommended applications.

Reporting and community management (10%)

- Pull social metrics and update reporting or boosting trackers.
- Track post performance, boosted post results, and basic campaign outputs.
- Monitor comments and DMs at a first-pass level, flagging anything sensitive for review.

Preferred Experience and Qualifications

Required:

- 2-4 years of experience in social media, communications, marketing, nonprofit communications, advocacy, or digital content.
- Strong writing skills for short-form digital content.
- Comfort with Instagram, Reels/TikTok-style content, LinkedIn, Facebook, Canva, and basic video editing tools.
- Strong organizational skills and comfort maintaining calendars, folders, and production systems.
- Interest in global health equity, social justice, advocacy, or nonprofit communications.
- Interest in current affairs and global health and development issues
- Demonstrated commitment to social justice, equity, and global solidarity

Strong Assets

- Experience with Sprout Social, Meta Business Suite, LinkedIn analytics, Google Analytics.
- Experience creating accessible social content, including alt text and captions.
- Basic graphic design, video editing, or motion/content production skills.
- Familiarity with nonprofit fundraising, advocacy, or public engagement campaigns.

Compensation

Salary range is \$25–\$30/hr depending on qualifications and experience.

Application Instructions

Please send a CV and cover letter to hrcanada@pih.org with 'Social Media Coordinator' in the subject line. We also welcome, instead of or in addition to a cover letter, formats that feel native to social media and digital communications, such as a short reel, carousel, or another format that helps us understand your interest, voice, and relevant experience. Applications without a cover letter or equivalent form of expression of interest will not be considered. Applications will be reviewed on a rolling basis until the position is filled. We thank all applicants but regret we will be unable to respond to all submissions. We request that you do not follow up your application with a phone call or email. We will contact only those candidates selected for interviews. Thank you for your understanding. Applicants must be legally eligible to work in Canada.

Commitment to Diversity and Accessibility

Partners In Health Canada is committed to equal opportunity and equal treatment for every prospective and current employee. We value diversity in the workplace and believe our work is stronger when it benefits from the experience and knowledge of a diverse team. Candidates from diverse backgrounds, including but not limited to Indigenous peoples, racialized and LGBTQ2+ communities, and people with disabilities, are encouraged to apply. If contacted in relation to a job opportunity, please notify us as soon as possible of any adaptive measures you might require. Information received relating to accommodation measures will be addressed confidentially.