

Social Media Specialist

Position Title: Social Media Specialist (one-year contract)

Reports To: Director of Development & Communications

Location: Toronto (+Remote)

Organizational Profile:

Partners In Health (PIH) is a non-profit, global health organization that fights social injustice by bringing the benefits of modern medical science first and foremost to the most vulnerable communities around the world. PIH focuses on those who would not otherwise have access to quality health care. PIH partners with the world's leading academic institutions to create rigorous evidence that shapes more sound and all-inclusive global health policies. PIH also supports local governments' efforts to build capacity and strengthen national health systems. As of today, Partners In Health runs programs in 12 countries where it provides direct care to millions of patients, through public facilities and community engagement. PIH's lessons learned and advocacy to drive policy change impact millions more. Partners In Health Canada was founded in 2011 and is based in Toronto. Visit www.pihcanada.org

Position Summary:

As a Social Media Specialist at Partners In Health Canada, you will be responsible for developing a hybrid strategy (organic & paid social) to raise brand awareness, generate leads and increase donations. To grow our base of followers and increase engagement you will create compelling content that resonates with our targeted audiences and is unique to the typical interactions of each channel. You have a solid understanding of digital analytics, with the ability to generate, analyze and interpret data to inform decisions. Reporting to the Director of Development & Communications and as key member of the PIH Canada team, you can juggle multiple projects and collaborate effectively with diverse staff teams in a fast-paced environment.

Primary Responsibilities:

- Assist with strategy development and lead the execution of all organic (70%) and paid (30%) social media (including FB, IG, and Google ads) in a unified brand voice across all platforms

- Create, edit, publish, and share engaging content and campaigns across all platforms (original and repurposed copy, videos, photos and news)
- Grow our followers and engagement across all platforms through sharable and exclusive content, contests, partnering with Influencers
- Maintain an up-to-date social media content calendar sharing across all teams as required
- Monitor and reporting of social media tracking and analytics providing commentary on performance and recommended action plans
- Work collaboratively across PIH teams to identify new social content opportunities or gaps in content, and bring content to life
- Engage the online community and respond to comments and stakeholder queries in a timely manner. Identify opportunities to influence public's perception through audience engagement
- Moderate user-generated content for appropriateness
- Support in tracking digital agency programmatic media buys
- Stay on top of current international development issues in the Canadian market, social media trends, best practices and technologies, and leverage insights and key moments to promote PIH Canada's thought leadership and visibility

Qualifications:

- Degree or Diploma in marketing, communications, or a related field, and/or 3+ years of equivalent experience
- Proven work experience as a Social Media Specialist, including experience with FB, Twitter, IG and LinkedIn
- Knowledge of Search Engine Optimization and Google Analytics
- Experience with Sprout, HubSpot or similar social media management tools
- Strong copywriting skills and creative mindset
- Experience with Adobe Creative Suite
- Knowledge of Influencer marketing tactics
- Excellent interpersonal skills: ability to collaborate effectively with culturally diverse teams
- Interest and knowledge of new and emerging social and digital industry trends
- Interest in social justice is strongly desirable

Compensation:

Compensation range is \$55,000 - \$59,000. We offer a flexible and hybrid work schedule, a competitive health and dental benefits package, professional development and learning, and the opportunity to collaborate and grow with a diverse global team deeply committed to equity and social justice. Applicants must be legally eligible to work in Canada.

Application Instructions:

Please send CV and cover letter to hrcanada@pih.org with 'Social Media Specialist' in the subject line, by no later than August 1st, 2023. Applications without a cover letter 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.

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, women 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.