

ROI is Hiring!

Job Title: Social Media Community Coordinator

Organization: Rural Ontario Institute

Type: Summer Job/age 30 & under

Compensation: \$20/hour

Position Status: Full-time

Number of Weeks: 8 weeks

Number of Hours per Week: 37.5

Anticipated Start Date: July 5, 2020

Anticipated Finish Date: August 27, 2021

POSITION SUMMARY

ROI is looking for a resourceful, enthusiastic, creative individual to join our team as a **Social Media Community Coordinator**. This is a temporary, full-time position. Drawing on your proven experience, you will work effectively in a collaborative team to build engagement, develop communication strategies and create compelling creative assets to inform and enhance ROI's communication activities and engagement initiatives.

In this position we are looking for a confident, energetic person who can hit the ground running. During this short, but intense work period you will create marketing materials for potential sponsors, supporters and program participants for print and our website and social media channels. Your talents will help us share stories of rural successes and facilitate meaningful dialogue among partners and community members. This work will extend to support member acquisition and the launch of a new Social Networking and Digital Engagement Platform. Your proficiency in moderating and troubleshooting content management software in an online environment will maximize key digital engagement initiatives.

Your creativity and organizational skills will be of great value in creating social media campaigns that connect partners and stakeholders by regularly managing ROI social media profiles, posts, engagement and newsletters. Working closely with our permanent staff you will help extend engagement activities of ROI throughout Ontario.

Your strategic planning skills will be of great use in tracking and analyzing monthly metrics for all digital channels including social media, the main ROI website and new engagement microsite. Your insight will compliment strategic communications planning and social media strategy by interpreting and reporting back on monthly metrics, creating reporting benchmarks and identifying trends, opportunities and challenges.

This position can be accomplished from a home office or remote location. A regular schedule of in office hours for coordination and team meetings is anticipated after COVID restrictions are lifted. Bi-weekly meetings will take place at the Rural Ontario Institute office north of Guelph, Ontario. Travel to the office location will not be compensated.

JOB RESPONSIBILITIES:

- Use existing digital tools and explore new ones to organize a series of on-line dialogues with rural Ontario stakeholders and ROI subscribers.

- Conduct market research using various digital tools (on-line survey/polls/engagement campaigns) within ROI's existing networks and potential new audiences, to help inform communication strategies, plans and activities.
- Recruit speakers for forums/dialogues and engagement events; Act as technical support or "host" for engagement events; Participate in facilitation of engagement activities with ROI partners and stakeholders.
- Work with ROI communications team to promote events using social media and other digital tools.
- Work collaboratively with ROI communications team to roll up activities into a larger communications strategy.
- Participate in the exploration and implementation of digital transformation tools that increase engagement and reach;
- Use design and communication software and tools to develop creative assets for engagement activities.
- Be a team player who brings a spirit of exploration and innovation to achieve ROI goals and objectives.
- Contribute to communication efforts that support all ROI program areas including AALP, Rural Change Makers and Knowledge Resource activities.
- Organize activities and share responsibilities within the larger communications group to support collective goals, tasks, targets and objectives.
- Responsible for creating ROI's 2020 Annual Report which is to be completed in July.

QUALIFICATIONS AND EXPERIENCE:

- University degree or college diploma in marketing, communications, design, business or related field.
- 2-4 Years of communications and/or digital marketing experience
- Experience maintaining multiple professional social media platforms
- Experience using Adobe Creative Cloud Suite, Canva and Hootsuite
- Experience updating and maintaining Website material using a CMS like WordPress (knowledge of HTML and CSS considered an asset)
- Knowledge and experience creating professional marketing materials for print
- Experience using MailChimp to create E-Newsletters for subscribers
- Strong analytical and problem-solving skills
- Ability to take initiative and assume responsibility of multiple simultaneous projects in varying stages
- Possesses strong communication skills with the ability to present information in verbal, written or visual form.
- Team player who demonstrates collaborative behavior
- Experience writing Blogs
- Comfortable tracking and analyzing digital analytics

ADDITIONAL INFORMATION

This position is funded by Canada Summer Jobs. The successful candidate must meet the following criteria: be between 15 and 30 years of age (inclusive) at the start of employment, be a Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act and be legally entitled to work according to the relevant provincial / territorial legislation and regulations.

A background or interests in topics, areas of expertise or disciplines related to ROI program areas is an asset but not a requirement. This might include for example:

- Rural community development and sustainability;
- Planning/municipal governance/economic development;
- Non-profit capacity building;
- Organizational development & governance;
- Adult education, distance learning and extension;
- On-line learning;
- Agricultural sector and food; and/or
- Leadership development.

This is a full-time position and can be accomplished from a home office or remote location. A regular schedule of in office hours for coordination and team meetings is anticipated after COVID restrictions are lifted. Bi-weekly meetings will take place at the Rural Ontario Institute office north of Guelph, Ontario. Travel to the office location will not be compensated.

We strongly encourage applicants to apply with online links to examples of your work and/or a digital portfolio. All applications should demonstrate proficiency in the above responsibilities via examples of current/past projects (volunteer or otherwise) and highlighting any relevant personal accomplishments or motivations that reflect your potential success in the position.

Please apply in confidence by email no later than **June 1, 2021 at noon**, sending your resume and cover letter **in a single pdf document**. Please use the following Subject format when submitting your application: **Social Media Community Coordinator Position – First Name, Last Name**

Please address your application to:

Norman Ragetlie

Executive Director

Email: info@ruralontarioinstitute.ca

We thank all those who apply. Only those candidates selected for an interview will be contacted.