



unitycharity.com | 126-20 Carlton Street, Toronto, ON, Canada M5B 2H5 | @unitycharity

## **SOCIAL MEDIA AND EVENTS COORDINATOR – UNITY CHARITY**

**About Unity Charity:** Unity is a national charity using hip hop art forms to promote resilience and well-being among youth, building healthier communities. Unity engages youth 12 to 29 by implementing school and community programs helping youth positively express their stress and develop skills for success. Unity empowers youth to make better choices as leaders, mentors and positive community role models leading to more productive citizens, safer schools, and healthier communities.

**Profile and Role Description:** Working closely with the Director of Development and Communications and the Manager of Communications, the Social Media and Events Coordinator is equal parts writer and social media pro, someone driven to exercise their considerable writing and marketing chops by crafting a range of content (organic social posts, paid ads, and promotional material etc.) while also maintaining the voice of Unity Charity across all social media channels. This role is responsible for the development and implementation of Unity's social media strategy in order to increase our online presence and improve our community outreach and engagement, marketing, and fundraising efforts, and coordinating the delivery of the organization's 2 flagship annual events - The Bounce Back and Unity Fest.

### *Contract Length, Hours and Compensation:*

- This position is a part-time role at 24 hours per week, compensated at \$30/hr
- 4 month contract (May to September) with significant possibility of renewal

### *Working conditions:*

- Position is based out of Unity's head office in Toronto. However, due to the COVID-19 pandemic this position will be working remotely, and on site only as needed, at the moment. Some ongoing remote work is likely.
- Regular hours (flexible), Monday to Friday, occasional evenings and weekends in times of heavy deadlines or events

### **Key Accountabilities:**

#### **Social Media**

- Based on the strategic plan and in collaboration with the Director and Manager of Communications, design and implement creative annual work plans that effectively market programming for youth and emerging artists, fundraising and awareness raising campaigns, merchandise sales, and flagship events, and effectively communicate the impact of our work to key audiences across multiple social media platforms, including but not limited to Instagram, Tik Tok, Youtube, Twitter, Facebook, LinkedIn

- Map out the content strategy and workback timelines, coordinating with the broader team for deliverables as needed
- Monitor and manage social media account activities, including necessary interactions with collaborators and partners, and responding to comments, inquiries, and messages
- Track social media key performance indicators, and create and deliver regular analytics reports detailing social reach and engagement, assessing content/tactics that performed best and adjusting as required for optimum results
- Monitor current trends, suggesting ways of leveraging them by developing/promoting new content
- Suggest ways of extending the reach of owned content by partnering with relevant third-party channels in the Hip Hop, youth empowerment, community arts ecosystem
- Provide or coordinate on-the-ground social media coverage during key organizational events and initiatives

### **Content Development**

- Alongside the Manager of Communications, develop a regular cadence of creative, engaging, accessible and impactful content, linking to the strategy and culture of Unity and its programs
- Coordinate the receipt of deliverables from other team members such as, program schedules and details, community event details, artist roster details, etc.
- Coordinate in-house and external graphic designers, photographers, and other media-production specialists integral to the completion of social media content development projects

### **Event Coordination**

- Coordinate the planning and production teams for Unity's flagship events - The Bounce Back and Unity Fest - establishing deadlines and ensuring they are met
- Set up event ticketing platforms and online event pages as needed
- Assign staff roles for event day delivery and brief as appropriate
- Act as main point of contact on event days, troubleshooting and ensuring that proceedings run smoothly

### **Skill & Qualifications**

- Relevant experience may include education with a focus in communications, social media, digital marketing or equivalent hands-on career experience
- 3+ years of relevant social media, campaigns and community outreach experience
- Previous experience in curating and creating social media content
- Extensive knowledge of using Instagram, Tik Tok, Facebook, LinkedIn, and Twitter to advance business goals
- Previous experience managing multiple projects and social media
- Proven ability to develop and execute paid and organic social media campaigns
- Proven project management and problem-solving skills
- Ability to work in a fast-paced environment, responding to multiple queries, handling multiple channels and managing multiple campaigns and deadlines simultaneously
- Excellent interpersonal communication and presentation skills required
- Confident, proactive and self-motivated, able to work with minimal supervision

- Alignment with Unity's values and commitment to the mission/purpose of the organization
- Be a role model for Unity's organizational culture by creating a positive impact at every touchpoint with people

**Unity advocates for individuals from diverse backgrounds and encourages applications from BIPOC individuals and individuals with varying abilities.** Those with diverse abilities who need accommodation in the application or interview process, or those needing job postings in an alternative format, may contact [rebecca.h@unitycharity.com](mailto:rebecca.h@unitycharity.com)

**How to Apply:** To apply for this role, please forward your cover letter and resume by **Friday, April 1, 2022** to [maddie.l@unitycharity.com](mailto:maddie.l@unitycharity.com)

*Unity sincerely thanks all applicants for their expressed interest in this opportunity; however only those selected for an interview will be contacted.*