



Newmarket African Caribbean Canadian Association - JOB DESCRIPTION

Application Timeline: Immediate

Position: Social Media and Digital Marketing Coordinator

Employment Type: Part-time

Pay Range: \$16.55 per hour, 8-12 hours per week

BACKGROUND

NACCA is a registered charity providing strong leadership for our diverse resident Black community, especially Black youth. We serve the Newmarket and surrounding areas.

We are committed to the collective work of engaging the African Canadian communities and its allies through program delivery, education and partnerships, to cultivate an empowered and united Black community in Newmarket.

Our Vision: To serve as a community hub that will support and strengthen the present and future outcomes of the Black community, especially Black youth. To advance generational skills-building, knowledge exchange, empowerment, and expression. To ignite change through allyship and cross-cultural learning.

Our Values: Mentorship & Education, Youth Engagement, Access, Cultural Diversity, Empowerment

POSITION SUMMARY

We are looking for a creative and enthusiastic Social Media and Digital Marketing Coordinator to join our team. This successful candidate will assist in developing and executing our social media and digital marketing strategies to increase our brand awareness and drive engagement. Your primary responsibilities will include:

- Assisting in the development of social media content calendars
- Creating and scheduling social media posts across various platforms
- Monitoring and responding to social media engagement
- Conducting research on industry trends and providing recommendations for social media and digital marketing strategies
- Assisting in the creation and execution of email marketing campaigns

- Helping to analyze campaign performance and provide insights for optimization

QUALIFICATIONS

- Currently pursuing or recently graduated from a degree program in marketing, communications, or equivalent work experience
- 1-2 years social media management experience
- Excellent written, verbal and interpersonal communication skills
- Must be able to interact and communicate effectively with all departments
- Must be self-directed and reliable in planning and completion of tasks
- Detail-oriented, highly organized and able to manage multiple tasks and projects simultaneously
- Ability to perform in a fast-paced environment and adapt to change without notice
- Familiarity with social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.)
- Basic knowledge of digital marketing principles and techniques
- Strong written and verbal communication skills
- Ability to work independently and as part of a team
- A passion for digital marketing and social media!

Candidates should submit their resume and cover letter to: the Hiring Committee
Newmarket African Caribbean Canadian Association (NACCA)
449 Eagle Street, Newmarket ON L3Y 1K7
Email: hr@naccacommunity.ca

No telephone enquiries. NACCA thanks all applicants for their interest. However, only those persons selected for an interview will be contacted.

The Newmarket African Caribbean Canadian Association is an equal opportunity employer and applicants from racialized and marginalized communities are strongly encouraged to apply. NACCA promotes the principles of diversity and equity and adheres to the tenets of the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. This job ad is available in an alternative format upon request. If you are a person with a disability and require technical aids or alternate arrangements for tests or interviews, please advise us of these needs when you are contacted for an interview.

This position is digitally based.