

SUMMER JOB

Project Assistant – Social Media Strategy

MISSION OF THE ORGANIZATION

The TQSOI is a non-profit organization that unites residents and stakeholders from the community, including institutions, community organisations, the private sector, and elected officials in order to enhance the quality of life of individuals and to promote social development in the southern West Island.

POSITION SUMMARY

The Project Assistant - Social Media Strategy will specifically work on developing a cohesive social media strategy for the TQSOI team. The focus will be on creating a unitary approach applicable to various TQSOI dossiers, including but not limited to food security, affordable housing, poverty reduction and social inclusion, health and social services. The Project Assistant - Social Media Strategy will report to the executive assistant on a regular basis. Regular check-ins will be scheduled to discuss progress, challenges, and provide guidance.

TASK DESCRIPTION

- Research and understand the nuances of each dossier to tailor social media content accordingly.
- Collaborate with TQSOI team members working on different dossiers to incorporate their insights.
- Develop a comprehensive social media strategy that aligns with the TQSOI's goals.
- Ensure the strategy includes guidelines for / is adaptable to different dossiers, maintaining a cohesive TQSOI identity.
- Enhance the online presence and engagement of TQSOI across various social media platforms (Facebook, Instagram, LinkedIn, Youtube, Tiktok, etc.).
- Increase awareness of TQSOI's initiatives and promote community involvement.
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- Generate engaging, informative, and shareable content for social media platforms.
- Monitor social media channels, respond to inquiries, and manage online community interactions.
- Analyze social media metrics to measure the effectiveness of the strategy and make data-driven adjustments.

REQUIREMENTS

- Applicants must be undergoing or have completed college or university level training in a program such as Communications, Graphic Design, Photography or any related discipline that would give them the background skills required for the position;
- Proficient in social media platforms (Facebook, Instagram, LinkedIn, Youtube, Tiktok, etc.);
- Creativity in content creation and understanding of current social media trends;

- Capacity to synthesize and communicate information;
- Ability to complete tasks autonomously and in a timely manner;
- Strong organizational and planning skills with attention to detail;
- Ability to work collaboratively and integrate feedback from diverse team members;
- Excellent communication skills in English and French, both written and verbal. Bilingualism is required.
- Graphic design skills (Canva, Adobe, etc.) are an asset;

CONDITIONS

The TQSOI's employees represent a talented and diverse workforce. We are committed to providing equal opportunities in the hiring, promotion, and compensation of our employees that are conducted without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, disability or age.

- Work hours: 35 hours
- Duration of employment: 8 weeks
- Start date: Flexible
- Salary: \$18/ hour
- Location: A combination of remote and in-person work in the West Island.

TO BE ELIGIBLE

This position is partially funded by the Canada Summer Jobs program and candidates must meet the following eligibility requirements:

- Applicants must be between 15 and 30 years of age at the start of the employment;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act, for the duration of the employment;
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

HOW TO APPLY

The application package must include, in PDF format:

- Resume
- Cover letter

Send your application to Alena Ziuleva by e-mail at hr@tqsoi.org and specify "Project Assistant - Social Media Strategy" in the subject line.