



## **Communication and Social Media Coordinator (Contract position (12 month), 3-4 days a week)**

The Teresa Dellar Palliative Care Residence is an independent, non-profit organization that provides quality end of life care for patients and their families. The Residence relies on community support and fundraising activities to raise more than \$4.5 million each year, which complements our government subsidy. With its 23 beds, the Residence is the largest free-standing palliative care facility in Canada and is recognized as a leader in its field.

### **ROLE PURPOSE**

Reporting to the Senior Manager of Communications, the Social Media Coordinator is responsible for developing and coordinating the social media program for the Residence. Using a creative approach, the Coordinator will create engaging online content and maintain an online presence on a variety of social media platforms.

### **MAIN RESPONSIBILITIES**

- Act as a virtual ambassador for the Residence on all social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, Flickr).
- Prepare the content calendar in collaboration with the Communications Sr. Manager.
- Create content (editorial, video and visual) for all social media platforms.
- Attend Residence events and produce content for social media.
- Assist in the creation and editing of written, video and photo content for other communication materials.
- Collaborate with the Residence's interdisciplinary teams to create a social media calendar consistent with the Residence's goals.
- Measure, analyze and track social media initiatives across our various platforms.
- Identify key trends and best practices on the web and recommend initiatives.
- Ensure the quality of all content.

### **Requirements and Qualifications:**

- Minimum of 2 years of experience in similar role.
- Or training in social media management from a recognized college.
- Or Bachelor's degree in marketing/communications or related field.

### **Desired profile :**

- Excellent command of the French and English language (spoken and written).
- Excellent knowledge of social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, Flickr).
- Good knowledge of the web environment.
- Knowledge of the Adobe Suite and other graphic and video tools.
- Strong analytical and synthesis skills, leadership and initiative.

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- Ability to prioritize and work effectively under pressure to meet deadlines.
- Knowledge of photography (an asset).
- Driver's license (an asset).

### WHAT CAN YOU EXPECT?

- Temporary position (12 months) - 3 or 4 days/week
- Teamwork, support and interprofessional collaboration
- A serene atmosphere and a welcoming environment
- On-site beauty and inspiration through art, music, gardens, exhibits and seasonal and special celebrations
- A chance to make a difference and work with meaning, purpose and pride.
- An opportunity to contribute to the impact, sustainability and reputation of the Residence.

Please send your CV to [careers@tdpccr.ca](mailto:careers@tdpccr.ca). Thank you for understanding that we are only able to contact those candidates who are selected for an interview.

The Residence is grateful for the interest shown by those who apply. However, only those candidates whose applications are accepted will be contacted.