



Improving the Sexual Health of East & Southeast Asians

JOB POSTING

SOCIAL MEDIA SPECIALIST

Deadline: December 13 **Interview Date: December 16-18**
Contract: 1 year, part-time (14 hrs/wk), \$24/hour

ACAS is looking for a Social Media Specialist to help us achieve effective members' engagement, interaction with targeted virtual community members, traffic and revenue increase.

RESPONSIBILITIES

- Develop and deliver an annual marketing & communications plan to proactively engage online community, motivate potential donors, educate new audiences, and increase website visits
- Monitor, update, and creatively develop online content (written, audio and video) for a variety of social media platforms and audiences on a timely and accurate basis, ensuring respective promotions, education, and engagements are relevant to all areas represented and true to ACAS values and brand
- Collaborate with program coordinators and volunteers to develop content publication schedules
- Liaise with ACAS staff to keep social media and website up-to-date with ACAS events and activities
- Track, analyze, and create social media performance reports and adjust strategy to optimize engagement
- Revise and/or further develop best practice guidelines for use of social media platforms and when interacting within these online communities
- Train volunteers and staff in social media concepts, strategy and execution as necessary

QUALIFICATIONS

- A diploma degree in digital marketing, communications or equivalent combination of education and work experience
- 2 years of proven work experience in social media marketing and digital communications
- Demonstrated knowledge of social media best practices and metrics
- Strong working knowledge of Facebook, Instagram, Twitter, LinkedIn, and YouTube
- Experience with basic web design and management
- Excellent writing, editing (photo/video/text), presentation and communication skills
- An understanding of social media communities and cultural differences, as well as the ability to communicate with a wide variety of audiences
- Ability to work under a queer-positive, sex-positive, and anti-oppressive framework
- Non-profit, specifically peer-to-peer fundraising experience an asset
- Read, write, and speak one of the East and Southeast Asian languages an asset

Please send a cover letter, resume with 2 references by email to: **Hiring Committee**

Email: officeadmin@acas.org

Subject: Job Application- Social Media Specialist

ACAS supports employment equity. People from the East and Southeast Asian Canadian communities, LBGTTIQ, and people living with HIV/AIDS are encouraged to apply

We regret that we will only contact candidates selected for virtual interviews.