



Position: Social Media and Marketing Coordinator

Reporting To: Board President & Community Liaison

Status: Part time (20 hours/week) Contract April 2022-March 2023

Start Date: April 2022

Hours/Location: Saint John - Remote work, flexible hours

Salary: \$19.75 / hr.

The organization: Chroma: Pride, Inclusion, Equality Inc. is a community organization focusing on advocating for members of 2SLGBTQIA+ in the Saint John Region. Our goal is to promote initiatives and highlight issues impacting our community by maintaining a strong cohesive voice. We promote inclusion through our programs and services, and address community needs including basic human rights, employment equality, health and well-being, and housing in collaboration with our local community partners.

POSITION OVERVIEW

We are looking for a dynamic individual with a keen interest in community engagement, online marketing, and content creation. The successful candidate will play a key role in managing our online platform, lead our marketing initiatives, and will develop and implement strategies to help strengthen community engagement in the Saint John Region. This position includes marketing and social media, as well as liaising with community partners, community members, and businesses.

ARE YOU...

- Part of, or interested in supporting, the 2SLGBTQIA+ community?
- Passionate about community engagement and collaboration?
- A self starter with attention to detail, able to work independently, and ask questions for clarification?
- A curious spirit and questioning methods with a desire for continuous improvement?
- Results oriented, strategic, forward thinking, and adaptable?
- Willing to undertake GBA+ training and other training sessions to further develop knowledge and understanding?



RESPONSIBILITIES

Social Media and Marketing Coordinator will help create and manage online content for our website and manage our social media platforms. These include posts related to our programs, services, and community initiatives. Marketing content will also include print materials such as banners, fliers, posters, and other marketing collateral. These will be distributed during events/programs. The marketing intern will also lead creation of social media and print marketing templates. The intern will oversee social media online engagement and keep track of data trends and analytics - information that will help build our marketing and engagement plans. Experience and proficiency with Microsoft Office, Wordpress, Canva, and Adobe Creative Suite is beneficial.

SKILLS AND QUALIFICATIONS

- Strong organizational skills
- Strong written and verbal communication skills
- Ability to use video conferencing technology
- Proficient in Google suite
- Interest in marketing and social media content development
- Proven project & time management skills
- Strong interpersonal skills
- A demonstrated ability to work independently
- Non-judgemental and empathetic spirit

Employment Context

Chroma: Pride, Inclusion, Equality Inc. is an equal opportunities employer. 2SLGBTQIA+ people are actively encouraged to apply for this position. We particularly encourage applications from 2SLGBTQIA+ people who are Black, Indigenous or people of colour, people with disabilities, and people who identify as members from religious minority groups. We also encourage 2SLGBTQIA+ individuals who are members of underrepresented groups to apply. Disclosure is optional, and at no point during the application process will candidates be asked to share or discuss any part of their identity. Chroma prohibits discrimination and harassment of any kind, and we work with all individuals to ensure a safe workspace.



To Apply

Submit a resume and cover letter that includes information about your experience and interest in working with Chroma **by May 6th (or until position is filled)**. Any written resume and cover letter should be submitted in PDF format to: admin@chromanb.ca.

Please include a writing sample within your application.

If you are selected for an interview you will receive a \$50 honorarium and travel expenses where necessary.

If a candidate prefers, they may submit a resume and cover letter in a video or audio format. Incomplete applications may not be considered.

The deadline for applications is May 6th.