



## Marketing & Social Media Contractor 6 Month Contract (potential for extension)

### Who we are

For 20 years, FamilySmart® has been working in B.C. to enhance the quality and experiences of services, support and information families receive when seeking help for their child, youth or young adult with mental health challenges.

### Position Summary

FamilySmart is seeking a passionate, organized, flexible, self-motivated, experienced person to join our team serving as our Marketing & Social Media Coordinator in a term contract position. The ideal candidate will be responsible for the social media and the marketing of our organization and programs. Our work is to come alongside families who are parenting a child or youth with a mental health challenge. What families tell us is that they wish they had heard about us sooner. If you want to apply your marketing talents to grow and engage our online community to help us reach more families, then this opportunity may be a great fit for you!

### What You'll Do

- Enhance the visibility and promotion of FamilySmart's programs in the community, province and country to grow participation/exposure, while ensuring brand integrity consistent with established brand guidelines.
- Manage, populate, curate, and maintain content for accounts on our social media platforms.
- Prepare user-friendly work plans for marketing campaigns capturing key logistics and planning actions to ensure professional, organized plans.
- Work with us to write, edit, and distribute content, including email campaigns, website content, annual reports, and other marketing material that communicates the organization's activities, events, products and/or services.
- Managing website updates; keep web content up to date as needed in consultation with our team.

### Things we'll love about you: *Knowledge, skills and abilities*

- Excellent knowledge of communications principles, practices, and techniques.
- Excellent copywriting, editing, and layout skills.
- Excellent communication skills (both written and oral).
- Excellent interpersonal and intercultural communication skills.
- Excellent multi-tasking, organizational, and problem-solving skills.



**FamilySmart™**  
Together-Centred®

- Collaborative team player with a positive attitude and strong interpersonal skills.
- Detail-oriented, extremely organized, conscientious with top-notch time management skills.
- Enjoys a fast-paced environment with multiple projects on the go at any given time, and can handle competing priorities.
- Proven ability to prioritize work, attention to detail and problem-solving skills.

### **Other Requirements**

- Interest in child & youth mental health and families a must.
- Successful candidates must pass a criminal record check with a vulnerable sector search.
- Minimum 2 years of work experience related to social media and/or marketing.
- Strong knowledge of Facebook, Instagram, Twitter and other social media platforms.
- An aptitude for staying up-to-date and utilizing current and emerging social media technologies, features and best practices.
- Proficient using Google Workspace and knowledge of google analytics.
- Ability to work from a home office.

### **Contract Terms:**

- Term: 6-month term with possibility for extension
- Rate: \$23/hour
- Hours: Part-time term contract for 60 hours per month

Please send letter indicating interest and qualifications to Robin Brown, Director, Human Resources at [careers@familysmart.ca](mailto:careers@familysmart.ca)

*We thank all applicants, however, only those selected for an interview will be contacted. FamilySmart is an Equal Opportunity Employer. Personnel are chosen on the basis of ability without regard to age, ancestry, colour, family status, marital status, physical or mental disability, place of origin, political belief, race, religion, sex, sexual orientation and criminal conviction unrelated to employment.*