

Social Media and Community Outreach Specialist

Richmond Multicultural Community Services (RMCS) is a non-profit organization committed to serving diverse communities of Richmond over 35 years. We do this by providing services for newcomers as well as multiculturalism and diversity work. RMCS invites application for the following position:

Social Media and Community Outreach Specialist (Part-Time: 14-18 hours per week)

We are looking for an experienced Social Media and Community Outreach Specialist to join our team. For Social Media part, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing efforts. For Community Outreach part, you will represent the organization and work with the management team to develop and implement initiatives that increase organization visibility throughout the community. For both, you will be working closely with the Management Team.

You need to be creative, self-motivated, enthusiastic, and community-driven to take on this exciting role. This position requires someone equipped with a positive attitude and readiness to be a team player. This is a contract position that runs to March 31, 2022, with the possible extension.

Job Responsibilities:

Under the direct supervision of the Settlement Program Coordinator, this position will do the following:

<For Social Media>

- Develop, implement and manage our social media strategy;
- Create social media contents including documenting events by taking photos and video;
- Manage and oversee social media content using Hootsuite;
- Measure the success of every social media campaign;
- Stay up to date with the latest social media best practices and technologies;
- Attend educational conferences;
- Work with the Management Team to ensure content is informative and appealing;
- Collaborate with Management and Settlement Program Team;
- Communicate with audience via social media to create a strong network;
- Provide constructive feedback.

<For Community Outreach>

- Maintain a calendar of outreach activities, including community events, workshops, appearances, and other communication opportunities;
- Nurture new and old relationships with collaborative partners;



- Schedule regular outreach exhibitions in the community and educate employees on community responsibility;
- Prepare accurate records and reports on the goals of the fundraising plan;
- Oversee a professional donor management system;
- Assist in the organization of special events, including donor/volunteer appreciation events and other fundraising initiatives.

Qualifications:

- Bachelor's degree in communications, marketing, business, or related fields;
- 2 years of experience as a Social Media Specialist or similar role;
- Preferred experience of 3-5 years within non-profit fundraising or outreach activities;
- Social Media Strategist using social media for brand awareness and impressions;
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, Hootsuite and Canva;
- Excellent multitasking skills;
- Critical thinker and problem-solving skills;
- Team player;
- Good time-management skills;
- Great interpersonal and communication skills;
- Outstanding written communication and presentation skills;
- Friendly, enthusiastic, and positive attitude;
- Detail-orientated with the ability to manage multiple projects at a time;
- Must have a car and Class 5 driving license.

Posting Close: October 20, 2021

Please apply with cover letter and resume to:

Attention: Yoshimi Vanrenen, Executive Assistant

Richmond Multicultural Community Services

210-7000 Minoru Boulevard

Richmond, BC V6Y 3Z5

Fax: (604) 279-7168

Email: yoshimi@rmcs.bc.ca

RMCS is an equal opportunity employer. We thank all applicants for their interest, however, only those selected for an interview will be contacted.