



<b>POSITION</b>	Social Media Coordinator
<b>POSITION TYPE</b>	Contract
<b>TERM</b>	6 month (with the possibility of extension)
<b>COMPANY</b>	Business in the Streets
<b>BUSINESS TYPE</b>	Not-for-profit
<b>REPORT TO</b>	Marketing Lead
<b>LOCATION</b>	Remote
<b>START DATE</b>	ASAP
<b>HOURS</b>	10-15 hours per week
<b>RATE</b>	\$20/hr

### **About The Organization**

Business in the Streets (BITS) provides young people living in the GTA with the knowledge and resources necessary to pursue their aspirations and achieve their economic potential.

Since our launch in 2012, BITS has delivered business training and mentorship to over 750 young, emerging entrepreneurs. We have expanded our suite of services to include follow-up programming and microfinancing. Currently, we're on a mission to support the transformation of 1,000 young people along their entrepreneurial journey before 2023.

As an entrepreneurial organization, BITS believes in walking our talk. Team members each possess an entrepreneurial mindset which balances work and play resulting in a fun environment that allows for both. As a small team, we value each other's input and respect ideas which move the organization forward.

Each day we arrive at the table ready to improve each other and the lives of the people we serve.

### **About The Role**

BITS is seeking a creative and driven Social Media Coordinator to help us grow our brand and connect with our community in order to spark interest and drive applications.

### **Key Activities**

Content for the below activities is expected to be original content (no stock images or videos) with the exception of sharing and resharing of community via stories. Graphics and all copywriting are to be produced by the Social Media Coordinator.

#### Instagram/Facebook

- 3 feed posts per week (2 video reels, 1 graphic/photo posts)
- 10 stories per day
- Instagram content may be used for Facebook, but must be formatted for the platform correctly





- Success metric: follower increase of 50+ per month on IG and 10+ on FB

#### LinkedIn

- Posting 3x per week (1 video, 2 graphic/photo posts)
- Success metric: follower increase of 50+ per month

#### TikTok

- 1 video post per day
- Success metric: follower increase of 50+ per month

#### YouTube

- Upload one post per month including one cover image graphic

#### Scheduling

- Provide a monthly social media calendar representative of all social channels with post ideas
- Use of Hootsuite or similar scheduling software for each social media post at least two weeks in advance

### **About The Applicant**

- Proven ability to create original, engaging, value-driven content, for defined audiences, that is on brand and provides
- Strong understanding of Instagram, Facebook, and LinkedIn, including use of posts, stories, reels, and emerging content formats
- Familiarity of Twitter, TikTok, and YouTube
- Strong design sense with the ability to use Canva and/or Adobe CS to make content that is original and on brand
- Strong use of English language and grammar in order to write copy, respond to social media comments, and manage inbox queries
- Strong ability to work efficiently and meet agreed-upon deadlines
- Available some Saturdays to help gather content
- Organized and task-oriented with an eye for detail

Business in the Streets is committed to fostering a workplace that is both inclusive and representative of the communities we serve. As a diverse workplace that incorporates a variety of backgrounds and perspectives, we believe that being a diverse and inclusive organization is essential to achieving success and client satisfaction in all of BITS' programs and services. To meet these objectives, we invite all qualified candidates from diverse backgrounds to apply. Please be advised that accommodation is available upon request.

Interested applicants should send a resume to [bryan@businessinthestreets.com](mailto:bryan@businessinthestreets.com). In the copy of your email, make reference to the experience you believe exemplifies your qualifications for the position.

