



EXEMPT: Social Media Lead

Hours: 35 hrs/week (there is some flexibility)

Rate: \$30/hour, plus benefits

Start Date: ASAP

Location: Metro Vancouver

Term: Beginning with a 12-month contract

Who are we?

posAbilities is a non-profit organization that aspires to create the conditions that will enable individuals with developmental disabilities to lead good and full lives. We provide a comprehensive range of person-centred services for individuals and the families who care for them.

Why is this role important to us?

People with developmental disabilities are under-represented in mainstream media and in social media, despite both playing critical roles in culture and identity. Social media is a relatively low-barrier way for people to find their voice and to influence social perceptions of difference. For these reasons, we will be establishing a series of cohorts of adults with developmental disabilities to learn about social media platforms, to begin producing content and campaigns, and hopefully, to one day become social influencers.

What will you be doing?

In your role of supporting adults with developmental disabilities (Fellows) to engage in social media, you will:

- Develop and provide workshops for small cohorts of Fellows (3 – 4 people) to learn about social media platforms, online safety, storytelling, content production, and so on
- Assist and coach Fellows to develop and implement social media strategies, including the creation of their own social media profiles, content, campaigns, and growing the base of their followers
- Assist and coach Fellows to utilize social media reporting tools and metrics, analyze the results and act on the learning
- Provide supervisory support to recruit and manage social media coaches as needed

You will also recruit and engage social media influencers, as well as other relevant roles and organizations within the social media market, to:

- Support Fellows through online coaching, liking/posting, linking and networking
- Provide online allies to Fellows
- Advance Fellow campaigns

As part of this role, you will also:

- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to engage with this work
- Participate in learning and evaluation with us so that we can better understand how best to engage in this work
- Explore intersections and opportunities with other people and partners, including [Curiko](#)

Who are you?

You are passionate about digital media and trends, people and storytelling, and equity and inclusion. And you can prove it. You're the sort of person who wants everyone to succeed and so you're excited about opportunities to coach, mentor and encourage others, especially those who haven't had the same opportunity as most.

You're an amazing communicator, a strong presenter, super-conscientious and a reliable team player. You're highly organized and an excellent planner, but you can also adapt when things don't go as planned or when encountering new situations.

You have some postsecondary education in Communications, Marketing, Business, New Media, Public Relations or a related field, or equivalent experience. Maybe you have experience with developmental disability, maybe you don't—it's an asset, not a requirement.

We welcome diversity.

How to Apply:

If you're interested, please send the following to communications@posabilities.ca:

- A resume and links to your social media channels and website (if you have one).
- A short to-camera video telling us a little about yourself and why this role is a good match for you (less than 60 seconds). Please share a link to the file.