



INDIGENOUS SPORT & WELLNESS ONTARIO

Position: Digital Content & Social Media Coordinator

Location: Mississauga & Remote

Term: 8 months

Salary: \$50,000 Annually

Deadline to Apply: July 27, 2021

End Date: March 31, 2022, with possibility of extension

About Indigenous Sport and Wellness Ontario (ISWO)

ISWO is the designated Provincial/Territorial Aboriginal Sport Body (P/TASB) for the province of Ontario. ISWO serves all Indigenous Peoples and communities across Ontario, including First Nations, Inuit, and Métis, living on and off-reserve, in rural and urban settings, encompassing more than 350,000 Indigenous Peoples in the province.

ISWO promotes and creates opportunities for participation in sport and cultural activities that promote wellness and positive lifestyles for Indigenous Peoples across Ontario. ISWO is recognized by the Aboriginal Sport Circle (ASC) and the North American Indigenous Games Council, and is the designated sport body for the development, selection and management of Team Ontario, for participation at the National Aboriginal Hockey Championships and North American Indigenous Games.

For more information, please visit iswo.ca.

Position Overview and Description

ISWO is seeking a creative and motivated individual for the position of Digital Content & Social Media Coordinator to enhance our marketing and digital presence. The Coordinator, under the direct supervision of the Senior Communications Officer and working closely with the communications and marketing team, will create meaningful and engaging content that aligns with the organizations various programs and initiatives.

The Coordinator will support ISWO programs and events with the creation and implementation of marketing and communications strategies, utilizing the newest industry trends and best practices. They will draft thoughtful and engaging social media posts and other digital content and embed approved copy within images, videos and animations for use on several media platforms. This position requires creativity to turn the idea into the content, while still maintaining a strong brand position. The successful candidate will have experience with Adobe

Creative Suites (particularly Photoshop, InDesign and Illustrator), or other photo/video editing software to create quality content. They will also need experience engaging with target audiences on different social media platforms in an efficient and timely manner, and the ability to draft copy for various platforms.

Primary Responsibilities:

- Assist the communications and marketing team in the development, execution, and evaluation of all digital and promotional content on a day-to-day basis.
- Develop, edit, publish, and share daily content (original text, images, video, or HTML) that builds meaningful connections and encourages community members to take action.
- Generate engagement on ISWO's social media platforms by posting relevant and timely information, promptly answering any questions, and responding positively to comments.
- Assist in the execution of a detailed social media strategy, in alignment with the organizations brand position and key messages.
- Work with the Regional Coordinators and the Standing Bear team to develop social media strategies for upcoming programs, workshops, and events.
- Develop and maintain social media and editorial calendars and syndication schedules, ensuring content is developed and scheduled for publication.
- Support communications and marketing initiatives across the organization, by creating engaging graphics, videos, copy, email campaigns and other forms of digital content, that enhance the message, program and/or work of the organization.
- Take the initiative to propose new ideas, best practices, and industry trends, in relation to the organizations use of digital content and social media platforms.
- Act as an ISWO ambassador; communicate and promote ISWO programs and initiatives to a range of audiences at every opportunity.
- Follow established and approved processes, policies and financial control systems.
- Perform others related duties as assigned.

Qualifications:

- Demonstration of an understanding of Indigenous values and knowledge of Indigenous history and culture.
- Experience and knowledge of Indigenous communities in Ontario.
- Excellent writing, editing, collaboration, and communication skills.
- Clear understanding of developing and implementing social media strategies, best practices and industry trends.
- Social media management, analytics and publishing experience, including Facebook, Twitter, and Instagram.
- Experience and ability to use photo/video editing and design software, such as InDesign or Illustrator to create customized graphics according to pre-determined specifications.
- Demonstrated ability to understand and reflect the organizations brand position, key messages, core programs and initiatives.
- Extreme attention to detail, and the ability to filter and focus on what's important.



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- A commitment to meeting deadlines, and communicating with project managers and other team members, in regard to your progress.
- Working knowledge of modern content creation and publishing tools such as WordPress, SharePoint or Drupal.
- Ability to exercise good judgement and follow the processes and guidelines in place, particularly in regards to approvals processes, implementation and evaluation of digital content.
- Excellent interpersonal and networking skills and the ability to manage issues using well-developed problem-solving skills.
- A demonstrated commitment to high professional ethical standards and a diverse workplace.
- Excellent customer service skills, and a positive and resourceful personality.
- A proven track record of working independently but also able to work as part of a team.

How to Apply:

A resume with a cover letter is to be submitted by **4:00 pm on July 27, 2021**. Please submit your application to: careers@iswo.ca, or by mail to 1090 Aerowood Drive, Mississauga, Unit #1A, Ontario, L4W 1Y5.

Knowledge of and/or lived experience with an Indigenous culture, including land-based activities, spiritual understanding, importance of Elders, etc. is considered an asset. We encourage applicants to self-identify if First Nations, Metis or Inuit.

Indigenous Sport & Wellness Ontario is committed to providing a barrier-free work environment in compliance with the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code. As such, ISWO will make accommodations available to applicants with disabilities upon request during the recruitment process.

ISWO strives to ensure that its employment practices are free from direct and indirect discrimination and is committed to upholding the human rights of those participating in the hiring process. In pursuit of this commitment, ISWO will not condone or tolerate any acts of discrimination or harassment under any of the grounds protected under human rights legislation. This commitment extends to the hiring process and throughout the course of employment.

While we appreciate all applications, only those candidates short-listed for an interview will be contacted. However, we welcome applicants to contact HR if they wish to follow up on an application or inquire about other opportunities at ISWO at careers@iswo.ca.



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