

Posted: January 9, 2019

Social Media Coordinator

The Crisis and Trauma Resource Institute Inc. (www.ctrinstitute.com) requires an additional person to work in our marketing department. This person will begin work on February 4, 2019 (there is room for a flexible start date). We are located on Sherbrook Street in Winnipeg.

Hours: This position is full-time (37.5 hrs)

Key Duties

- Implement social media strategies on LinkedIn, Facebook, and Twitter
- Establishing and maintaining a Pinterest board and campaign
- Planning and executing strategies to drive social media traffic to our websites
- Manage monthly content calendar
- Review success of campaigns and develop ways to improve
- Staying up to date and experimenting with new trends
- Project managing various marketing-related campaigns

**While competency in all areas is not required, applicants should have the aptitude to learn new tasks quickly.*

Qualifications

- Knowledge and focus on analytics, ROI, and ability to capitalize on trends
- Experience in using Microsoft office, Photoshop, and social media scheduling programs
- Experience identifying and creating campaigns for target audiences
- Graphic design experience is an asset
- Experience with video production is an asset
- Personable and friendly, fun, and grounded
- Can understand and interpret analytics related to social media
- Can accept feedback and make changes with minimal defensiveness
- Exceptional contributor to team environment
- Demonstrates continuous self-improvement
- Excellent computer skills
- Good writing skills
- Self-motivated and able to work independently
- Ability to handle and prioritize multiple tasks
- Strong time and organizational management skills
- Pays attention to detail

Wage/Benefits

- \$35,000 – \$40,000 starting salary, depending on qualifications and experience
- 4 weeks of paid vacation, including personal days and winter holidays
- Extended benefits after 3 months of employment

To Apply

Please send the following in **one attachment**: resume, cover letter, 3 work/school related references and a response to the following questions:

1. *What do you do to contribute to a healthy, vibrant work culture?*
2. *Please describe your understanding of the work CTRI does, and how the position offered helps in fulfilling this mandate?*

Send To

Attn. Heidi Grieser

Email to: heidi@achievecentre.com

Closing and Interviews

Applications will be accepted until Monday, January 21, 2019 at 9:00AM. Successful applicants will be contacted by Skype or FaceTime on January 22-23, 2019 for a brief interview. Final follow-up interviews will be January 24-25, 2019.