

Position: Social Media Specialist, the Ottawa Jewish Archives, Ottawa, ON.

Rate of pay: \$15.00/hour, 30 hours/week for 12 weeks. Flexible start date.

*Weekly hours can be flexible to accommodate the candidate's schedule, however, the successful candidate must commit to a minimum of 14 hours a week as per YCW's requirements and the project must be completed by March 31, 2018.

The Ottawa Jewish Archives is currently accepting applications for a **Social Media Specialist** to provide support the Archives' outreach and education strategy and related campaigns.

This position is made possible by Young Canada Works. Candidates must meet the following eligibility criteria:

- Are a Canadian citizen or a permanent resident, or have refugee status in Canada (non-Canadians holding temporary work visas or awaiting permanent status are not eligible);
- Are legally entitled to work in Canada;
- Will be between 16 and 30 years of age at the start of employment;
- Are willing to commit to the full duration of the work assignment;
- Will not have another full-time job (over 30 hours a week) during the Young Canada Works (YCW) work assignment;
- Have been a full-time high school, college, CEGEP or university student (as defined by their educational institution) in the semester preceding the YCW work assignment; and
- Intend to return to full-time studies in the semester following the YCW work assignment.

Reporting to and working closely with the Archivist, the successful candidate will coordinate social media programming, including: the creation of a social media content calendar; research and development of original social media content suitable for publishing across the Archives' social media platforms; expanding the existing Archives social media audience; social media monitoring and audience engagement.

This position is a highly creative, engaging, and fun opportunity to learn about Archival work and theory while honing research and writing skills, to gain meaningful experience in the realm of digital and social media management, and to contribute to a positive and forward thinking work environment.

Specific Duties and Responsibilities:

Social and Digital Media Content Development and Management – 60%

- Develop and manage editorial calendar for social media platforms.
- Daily activity moderation on social properties.
- Curate, coordinate, and execute daily content (posts, shares, tweets, engagement etc.)
- Develop and copy write content and press materials to be shared and distributed through networks and media for an exhibition opening in July 2017.
- Manage and protect the Ottawa Jewish Archives brand perceptions online through active listening and appropriate escalation to client customer service.
- Manage the Archives social presence across a number of social media channels, producing engaging content optimized for the platform used and intended audience.

Social and Media Analytics and Monitoring – 20%

- Report on social media results and insights to the Archivist via program analysis tracking, bench-marking and reporting meaningful metrics to evaluate success and highlighting new opportunities that foster social engagement and growth.

Social and PR Strategy and Planning – 20%

- Serve as the social media lead across the Archives social media presence/platforms and to refine and evolve social strategies for reaching and engaging with followers across Facebook, Instagram and Twitter.
- Manage social media accounts continue to generate positive experience for our followers and end users
- Stay up-to-date on social media trends, platform changes, best practices and communicate industry news and trends to the Archivist.

Candidate Profile:

- Educational background in Archival or Museum Studies, Information Management, Communications or equivalent.
- Must have a knowledge and understanding of social media platforms.
- Excellent writing and communication skills.
- Excellent research skills.
- Excellent follow up skills.
- Knowledge of and experience with Microsoft Office and Adobe Creative Suite.
- Creative, self-sufficient, and a motivated self-starter.
- Knowledge of and experience with proper handling of documents, artifacts, and material culture.

Please send your CV and cover letter to: archives@jewishottawa.com

Deadline to apply: Friday, October 27th, 6 pm. No telephone inquiries please.

We thank all candidates for showing interest in the Ottawa Jewish Archives. Only those selected for interviews will be contacted. The Ottawa Jewish Archives is an equal opportunity employer.