



# Trinity Theatre | Social Media Manager | Part-time

<b>Position #:</b>	EFT005	<b>Revision Date:</b>	September 26, 2022
<b>Start Date</b>	November 1st, 2022	<b>Salary</b>	\$18.50- \$22.00/ H
<b>End Date</b>	March 31st, 2023		
<b>Position Title:</b>	Social Media Manager		
<b>Department/Division:</b>	Marketing and Communications		
<b>Location:</b>	<b>Virtual Position With Hybrid Option</b> Ability to commute/relocate: <ul style="list-style-type: none"><li>• Toronto, ON OR Bruce and Grey Counties ON: reliably commute or plan to relocate before starting work (considered an asset)</li></ul>		
<b>Summary:</b>	<p>Trinity Theatre is looking for a skilled, passionate, and motivated person to develop and manage their social media, promoting our programs and organization.</p> <p>We are seeking candidates interested in developing their communications and marketing skills, design skills, leadership skills, self-development, project management, collaboration, and social entrepreneurship skills. They must also be passionate about participating in youth-focused, community-based work.</p> <p>The Social Media Manager will work within Trinity's marketing and communications team to manage and execute all of Trinity's Social Media platforms. Reporting to Trinity Marketing Manager and Executive team</p>		



<b>Duration:</b>	October 1, 2022 - March 31st, 2023  Part-Time: @ 10-20 hours a week.
<b>About Trinity Theatre</b>	
<p>Trinity Theatre is dedicated to designing and delivering progressive self-development programs which enable the connection between youth and their communities. Our vision is to make every Canadian skilled in learning, leading and serving in their communities.</p> <p>Our innovative community-based training and peer mentorship programs provide opportunities for youth to grow on a personal level. They do this by building relationships, learning new skills, and creating a lasting impact on their lives and communities.</p> <p>Our youth employees assist in creating outreach strategies developed to engage youth - particularly those who are underrepresented, disadvantaged, or disengaged. Key organizational activities and programs youth employees are involved in include:</p> <ul style="list-style-type: none"><li>● <b>Youth Councils</b> intended to provide youth a voice in their communities while also providing them with the organizational support to make sustainable change within their community;</li><li>● <b>'Service Engagement in Community'</b> workshops and walking tours designed to inspire and encourage youth to participate in meaningful volunteer service;</li><li>● <b>'Volunteer Service Mindset'</b> projects and initiatives that tackle issues identified by youth and provide them with entrepreneurial skills and experience needed to succeed in the future. There is an emphasis on developing intergenerational and accessible projects.</li><li>● <b>'Collective Impact Hub'</b> forums and events held with community stakeholders giving youth the opportunity to promote youth councils' work, as well as develop networks and intergenerational support</li><li>● <b>Mixed Media Micro Journalism</b> creating content detailing youth experience in the community and showcasing the meaningful work being executed. Content creation will be supported by research and developed alongside a communications team, including but not limited to videos, reports, and podcasts.</li></ul>	
<b>Responsibilities:</b>	



- Accountability for all Trinity Theatre social media, from execution and optimization across all social channels.
  - Work with multiple departments to ideate and create relevant and engaging content of various forms across a variety of digital channels, specifically social media, to support social strategy.
  - Produce high-quality content, and ensure all work and communications align with the organization's standards.
  - Demonstrate thought leadership and being on top of trends in development of social media strategies and content that supports the brand and business goals.
  - Work with the Co-Executive Directors, Marketing Manager and Programs Manager on a social amplification strategy and management of paid posts and advertising.
  - Lead social media community management and social listening strategy and execution across all social channels.
  - Attend, participate and promote on and off-site events as they relate to Trinity Theatre activities and programs.
  - Foster, promote, support and drive inclusion and influence others to promote, embrace and progress Diversity, Equity & Inclusion at Trinity Theatre.
  - Be an active and engaged member of the Marketing team, ensuring to maintain a positive attitude and work ethic.
  - Placing Youth Development first and foremost in daily tasks and working as an integral member of the Trinity Theatre team committed to achieving our organizational mission.
  - Attend and participate in workshops, seminars, and in-service training to further education, skills, and training
  - Be aware of and work within the regulations of all Trinity Theatre policies and protocols
- Other duties as required in the day-to-day operation of the organization

#### **Qualifications, Requirements & Boundaries:**

- Cross-cultural awareness and understanding.
- An entrepreneurial mindset and the desire to thrive in a grassroots non-profit environment.
- 1-3 years working or volunteering in a marketing/public relations/social media environment.
- An in-progress or completed degree or diploma in marketing, communications, public relations, graphic design, media studies or other related fields or demonstrated work experience.
- Proven ability to create and execute social media plans
- A strategic thinker with the ability to turn ideas into social media campaigns.
- Strong written and verbal skills.
- The ability to work in a fast-paced and deadline-driven environment.
- A demonstrable passion for learning new technologies and systems.
- Exhibit familiarity with Adobe Creative Cloud, social media scheduling platforms, Instagram, Facebook, Twitter, LinkedIn, and TikTok.



- Photography and/or videography skills

Preferred Requirements:

- A familiarity with non-profit organizations

**Training & Supervision:**

- Orientation sessions led by Trinity's Co-Executive Directors
- Monitoring and ongoing support of all activities provided by Trinity's executive team

**Risk Assessment**

Medium Risk Level

**Hiring Policy / Statement on Equity and Diversity**

Trinity Theatre understands that achieving our purpose necessitates a diverse workforce. Our objective is to attract and develop youth from various backgrounds allowing us to benefit from their diverse experiences and perspectives.

We are committed to ensuring that members of traditionally marginalized groups from a range of communities feel empowered to apply for positions within the organization. We suggest applicants introduce themselves, their stories, and lived experiences in their cover letter to their level of comfort.

**Staff Contact**

Sandra Crockard (she/her) | Co-Executive Director | [sandra@trinitytheatre.ca](mailto:sandra@trinitytheatre.ca)

**Application Process**

Interested and qualified applicants are invited to submit their resume, cover letter, and portfolio, to the following email: [sandra@trinitytheatre.ca](mailto:sandra@trinitytheatre.ca). In your cover letter, please let us know why you want to work at Trinity and outline how your experiences will position you for success in this role.

We thank all candidates for their interest. Only those who are chosen for an interview will be notified.

