

Summer 2018 Position CCDS Social Media and Communications Officer

Term: Summer 2018: 8 weeks full time hours **or** 12 weeks part time (2.5 days per week) (as best suits applicant).

This position will be located in Ottawa. Applicants will require the flexibility and ability to work remotely.

The Canadian Centre on Disability Studies Inc. (CCDS) is a not-for-profit, consumer-directed and university-affiliated national organization dedicated to disability issues. We are dedicated to re-envisioning, through collaborative research, education and development, meaningful and equal participation of people with disabilities in all aspects of society – locally, provincially/territorially, nationally and internationally. Our organization is driven by a vision of an inclusive, equitable and accessible society that is sustainable for all.

Our work is guided by and furthers the social justice intent of the Canadian Charter of Rights and Freedoms, the Universal Declaration of Human Rights, the United Nations (UN) Convention on the Rights of Persons with Disabilities, and other international social justice frameworks. Our mission is realized through the following actions:

- We use community-based research, education and development;
- We seek strategic partnerships and collaborations with institutions, governments, organizations, businesses, and the public to the benefit of all;
- We are dedicated to the use of high-quality evidence in disability, and inclusive broader sector, policies, programs, and practices;
- We include persons with disabilities in constructive and meaningful ways in all our activities; and,
- We use methods that include intersectionality, reflexivity, innovation, and excellence.

Role Summary;

The incumbent will gain experience leading the development of CCDS social media and community engagement strategy through an intersectional lens. This position provides the opportunity for leadership and creative skill development and to be part of a learning organization seeking to promote the rights of diverse people with disabilities.

Role Key Responsibilities;

Works closely with the Executive Director to create engaging content for CCDS' social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences and stakeholders.

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In consultation with the CCDS staff team, job duties may include:

- Developing and managing CCDS social media channels, including Facebook, Twitter, and other relevant platforms in English and French;
- Engaging in social media presence creation on new and emerging social media platforms;
- Creating dynamic and accessible written, graphic, and video content that reflects the activities of CCDS in English and French;
- Optimizing content following search engine optimization (SEO);
- Creating content that promotes stakeholder interaction, increases stakeholder presence on CCDS sites, and encourages stakeholder participation in English and French;
- Assisting CCDS research staff with large projects, events, and community engagement;
- Translating reports to increase uptake and readership among Francophone community members;
- Working as part of a team to develop frameworks for social media campaigns;
- Analysing and reporting audience information and demographics, and success of existing social media projects;
- Proposing new ideas and concepts for social media content in English and French;
- Developing e-newsletter template for distribution to stakeholders;
- Using timelines and scheduled content to create a consistent stream of new content for audience interaction while analysing, managing, and altering schedules where necessary to optimize visits; and,
- Other duties as assigned.

Skills and qualifications:

- Bilingualism in French/English is mandatory;
- Ability to work remotely (or virtually) is an asset
- Demonstrated knowledge in cross disability issues inclusive but not limited to mental health;
- Proficiency in social media and online communications;
- Superior communication skills to engage with people who have a variety of types of disabilities, disability organizations and associations, other researchers and government representatives;
- Interest and curiosity in exploring innovative community engagement strategies to more broadly and effectively engage the full breadth of disability communities;
- Experience with Adobe Design Suite and Online Content Management Systems (CMS);
- Exceptional communication skills; knowledge of writing marketing for non-profit purposes;
- Knowledge of communication production including video, photography, print and online;
- Knowledge of general marketing techniques and practices;
- Project management experience garnered through education projects and assignments;
- Knowledge and experience in managing social channels and managing websites;
- Proficiency with Microsoft Outlook, Word, Excel and PowerPoint. Familiarity with Luminare software programs an asset;
- Ability to work independently and accept direction; and
- Demonstrated ability to meet tight timelines.

Interested and qualified students (must be returning to full time studies in September 2018) are invited to submit their resume and a cover letter outlining their qualifications to ccdsrecruit@mccgroup.ca by May 25, 2018.

In accordance with the Canada Summer Jobs 2018 national priorities, preference will be given to candidates who self-identify as new immigrant youth/refugees, Indigenous youth, and youth with disabilities and visible minorities. This youth employment opportunity also supports inclusion of official language minority communities (i.e., Francophone) and supports opportunities in information and communications technology for underrepresented groups including women.

We are pleased to ensure an accessible recruitment process for those candidates we invite to interview with us. We will ask candidates to please let us know at the time of contact what accommodations they may require to participate in our interview process.