



Ready to Rent BC Association  
Suite 211-611 Discovery St  
Victoria, BC, V8T 5G4  
250-388-7171  
[www.readytorentbc.org](http://www.readytorentbc.org)

## Social Media Coordinator – Short Term Canada Summer Jobs Position

Ready to Rent BC Association is hiring a Social Media Coordinator (temporary). This is an 8 week position funded in part by Government of Canada's Canada Summer Jobs program and is subject to eligibility requirements.

**Ready to Rent BC Association** is a Victoria BC based non-profit that works towards increased housing stability for people that face barriers to housing through the RentSmart model – education for tenants that is delivered by community partners and recognized by landlords. The model continues to grow from a small regional program to a growing network of RentSmart Educators working within 300 community organizations and housing providers across BC, Alberta, Manitoba and Ontario.

### Position Summary

The successful candidate will assist in strengthening brand awareness and promoting RentSmart education as well as other initiatives through social media, and enhancing the organization's presence and profile on various social media platforms including but not limited to Facebook, Twitter and LinkedIn. The successful candidate will help design and implement a social media and content strategy, research, plan, create, edit, organize, and post digital content that effectively tells their story.

### Responsibilities:

- Developing and implementing a social media marketing plan and editorial calendar
- Curating and managing high-quality, original, and relevant social media as well as e-newsletter content
- Scheduling the publishing of social media content
- Developing a cohesive strategy and action plan for our social media for the next 12 months
- Developing brand awareness and online reputation
- Interacting with other social media users in a professional, authentic way
- Creating content and managing updates for the [readytorentbc.org](http://readytorentbc.org) website
- Using Google analytics to evaluate website engagement

### Knowledge/skills/experience:

- Strong familiarity and interest with the business applications of social media platforms (Instagram, Facebook, Twitter, YouTube, LinkedIn, etc.);
- Experience with social media scheduling tools such as Hootsuite, Buffer, Sprout Social or similar.
- Experience with Wordpress administration and content creation;
- Experience with paid traffic and Facebook Business Manager;

Ready to Rent BC acknowledges the traditional territory of the Coast Salish Peoples upon which we live and work. In particular the host of these territories: the Esquimalt, Lekwungen and WSÁNEĆ people.

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- Understanding of social media metrics; ability to interpret the results and take action to increase effectiveness of social media campaigns;
- Familiarity with Google Analytics;
- Experience gathering data and tracking audience engagement;
- Good storytelling and written communication skills.

We're looking for someone who is highly motivated, creative, autonomous and self-driven, and who wants to contribute to strengthening our education approach towards housing stability by helping us tell our story more loudly via social media and our website. Someone who has or is working towards a degree or diploma in digital marketing with a focus on social media would be a perfect fit.

**Eligibility requirements:**

This position is made possible with support from Canada Summer Jobs, a Canadian government grant that offers support for employers providing supervised career-related work experience for youth employees and **ONLY applicants who meet all of the following criteria will be considered:**

- Between 15 and 30 years of age (inclusive) at the start of employment;
- Canadian Citizens, permanent residents, or persons on whom refugee protection has been conferred under the Immigration and Refugee Protection Act\*; and
- Legally entitled to work according to BC / CRD legislation and regulations.

\*International students are not eligible. Recent immigrants are eligible if they are Canadian Citizens or permanent residents.

**Compensation:** \$20.50/hr

**Hours of Work:** 35 hours per week. Monday to Friday: 9 to 5 (some flexibility)

**Location:** Victoria Office 611 Discovery St.

**Term:** June 24-August 16, 2019 (280 hours)

To apply, please email cover letter and resume to Aygul Khalaileh [aygul@readytorentbc.org](mailto:aygul@readytorentbc.org) . Please confirm that you have read and meet the eligibility requirements.

Deadline for applications is 11:59 PM, June 9, 2019.

Ready to Rent is committed to employment equity. We especially welcome applications from members of visible minority groups, Indigenous persons, persons with disabilities, LGBQ+persons, Trans and gender diverse persons and others with the skills and knowledge to engage productively with diverse communities.

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