



Social Media Manager

ABOUT TREK FOR TEENS

The Trek for Teens Foundation is an entirely youth-led and volunteer-run charity that focuses on raising funds and awareness for youth experiencing homelessness in Canada. We strongly believe in youth helping youth, and therefore our team is primarily made up of post-secondary students and young professionals across multiple cities in Ontario and Quebec. We strive to ensure our team member's personal growth is aligned to their work at the charity, and that they are able to develop professionally through our organization.

DESCRIPTION

The Social Media Manager is responsible for developing comprehensive strategies to increase awareness and brand engagement, and creating online content on behalf of the Trek for Teens Foundation. They will engage with the organization's online community, assess success of social media campaigns through performance metrics, and ensure promotional efforts align with organizational goals. Through this position, the candidate will be able to help the greater community by raising awareness about youth homelessness through online avenues, and building skills in marketing, content creation, and community management.

RESPONSIBILITIES

- Participate in regular meetings with the Director of Brand and Marketing, collaborate with other members of the Brand and Marketing team, and attend monthly all-hands meetings (2nd Saturday of the month in the mornings)
- Develop and execute comprehensive social media strategies to increase awareness, brand engagement, and align with organizational objectives
- Create and curate engaging content for all social media platforms, including Facebook, X (Twitter), Instagram, TikTok, and LinkedIn
- Manage day-to-day activities on Trek for Teens social media accounts and engage with the online community, including content creation, posting, monitoring notifications, and responding to comments, messages, and inquiries in a timely manner.
- Monitor and analyze performance metrics to measure success of social media campaigns
- Stay up-to-date with the latest trends, best practices, and emerging technologies in social media marketing and the nonprofit industry.
- Collaborate with internal teams to align social media efforts with organizational goals.
- Identify and establish relationships with influencers and community partners to amplify the organization's reach.

QUALIFICATIONS

- Dedication to the cause of youth homelessness
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media platform algorithms and best practices
- Experience with social media analytics tools (e.g., Hootsuite, Buffer, Google Analytics)
- Excellent communication, multitasking, and organizational skills
- Familiarity with writing social media copy to compliment marketing content (graphics, videos)



COMMITMENT

We expect a minimum commitment to this position for 1 year. However, our members often choose to remain in their position beyond their expected commitment, or transition to positions beyond their current role.

The expected weekly time commitment is 5-7 hours. This is a fully remote role.

APPLY NOW

Send your **resume, cover letter, and portfolio** to our Assistant Director of Human Resources.

SUBJECT LINE

Application: Social Media Manager - Firstname Lastname

EMAIL ad.hr@trekforteens.com

Applications to this position will be considered on a rolling basis. We will be in touch within a few days regarding an interview opportunity.