



## JOB POSTING – Summer Social Media & Communications Lead

*Are you a marketing and communications professional looking to build your portfolio?  
Are you passionate about amplifying Indigenous voices and worldviews through social media and other platforms?*

**Title:** Summer Social Media & Communications Lead  
**Program:** General TRACKS Programs  
**Work term:** 35 hours/week for 16 weeks between May and August  
**Wage:** \$17.55/hour  
**Reporting to:** Interim Director  
**Number of positions:** 1

**PLEASE NOTE:** the availability of this position is conditional on funding, which we expect to confirm in April.

### Program Description

TRACKS facilitates dynamic, land-based youth programming that braids multiple knowledges by centring Indigenous ways of knowing and being. We are based on Michi Saagiig Anishnaabeg territory, hosted by Trent University within the Indigenous Environmental Studies and Sciences Program (IESS) and operate in partnership with founding partner organization Kawartha World Issues Centre and the First Peoples House of Learning. We deliver both free programming with First Nations and urban Indigenous community partners as well as a series of fee-for-service camps and workshops for both Indigenous and non-Indigenous youth. TRACKS delivers its programming in a diversity of forms including camps, classroom and in community-workshops, the Oshkwazin Trailblazers Program, outreach events, special projects, placement and volunteer opportunities.

### Position Details

The Summer Social Media & Communications Lead is responsible for supporting office administration and communication activities and all social media for TRACKS. This position will work closely with the TRACKS team and Steering Team Members to assume full responsibility for all social media related work such as content creation, posting, audience engagement, etc. as well as supporting office administration and communications activities such as newsletters, website updates, and developing marketing/print materials.

### Key Responsibilities

#### **Social Media, Communications & Marketing:**

- Consistently post unique, engaging content across social media platforms for TRACKS (Facebook, Instagram, X)
- Contribute to TRACKS social media with new, creative, innovative ideas for engaging content
- Continue to build-out and follow a workplan/schedule for TRACKS social media
- Consistently engage with followers/audience over social media through commenting, sharing, etc.
- Lead e-mail marketing over Mailchimp (newsletters)
  - Create a workplan and full-year schedule for email campaigns and building templates to use
- Ensure website is updated as needed
  - Including creating and publishing new content, posting blog posts, troubleshooting etc.
- Assist with e-mail communications to parents, teachers, and other stakeholders as needed

- Assist with development of TRACKS brand, communications strategy, and branded materials for programs
- Assist with data reporting (website analytics, social media insights, Mailchimp data)
- Assist with creating and/or updating print materials as needed

#### **Other:**

- Participate in mandatory staff training upon hiring
- Maintain regular office hours in communication with the Interim Director and TRACKS Coordinators as needed
- Assist the TRACKS Interim Director with day-to-day administrative tasks including, but not limited to:
  - Trent University-related administration
  - Delivery and expense tracking
  - Email correspondence with teachers, parents, etc.
  - Taking of minutes at team meetings
  - Upkeep of email outreach list
  - Support with development of TRACKS resource manual
- Provide TRACKS with at least one blog post distilled from work experiences to be posted on TRACKS website
- Be punctual and provide notice of lateness or sickness to supervisor as soon as possible
- Follow protocols regarding reporting injuries/incidents, disciplinary action, etc.
- Provide proper and timely documentation relating to hours worked, mileage and personal expense reimbursements owed etc.
- Maintain current online and offline filing and organization systems as directed
- Other duties as required

#### **Required Skills and Qualifications**

- Experience in professional communications including social media, newsletters, website updates, print materials, etc.
- Basic computer skills such as word processing, video conferencing and email communication
- Strong independent work ethic and reliability during work from home measures
- Organized and detail oriented and strong time management skills
- Experience with, or significant awareness of, Indigenous cultural knowledge
- Ability to take direction and feedback
- Strong teamwork and willingness to collaborate with others
- Reliable and respectful communication towards coworkers and supervisors
- Experience with conflict resolution
- Willing to work a flexible schedule, with the occasional evening or weekend hours
- *Successful candidates will be required to submit a Police Vulnerable Sector Check prior to employment*
- ***Successful candidates must also meet all of the [eligibility requirements for youth participants via Canada Summer Jobs funding](#)***

#### **Extra Qualifications and Assets**

- Knowledge of/familiarity with Indigenous language(s)
- Valid driver's license and access to vehicle
- Background or interest in InSTEM education
- First aid training

#### **TRACKS Hiring Policies**

TRACKS strives for equity in its hiring and specifically welcomes applications from all qualified candidates including those experiencing marginalization, including Indigenous people (including First Nation, Metis, Inuit and non-status), women, people with disabilities, people of colour, those identifying as two-spirit or LGBTQ, parents and caregivers, and those

dealing with adversity in their lives. We commit to making reasonable accommodations for those needing additional support, as much as possible within the expectations and requirements of this position.

**IMPORTANT:** *Indigenous applicants will be given special consideration as we strive to honour Indigenous knowledge and strengthen Indigenous leadership within our program.*

### **Why work for TRACKS?**

TRACKS places high priority on providing training and professional development opportunities for all employees. By working with TRACKS, you can expect to grow your resume and build competencies which are valuable to future employers. These competencies include:

- Building relationships with Indigenous youth, knowledge holders and communities and between Indigenous and non-Indigenous youth in the spirit of reconciliation and co-learning
- Opportunities to learn about interconnections between multiple knowledge systems/ways of knowing
- Critical thinking and problem solving
- Innovation and creativity in relation to program development
- Other interpersonal, intrapersonal and cognitive skills such as collaboration, effective communication/active listening, self-evaluation, adaptive learning, conflict resolution and more

*You will also have the opportunity to be involved in various types of training and have the freedom to pursue your individual interests related to Indigenous ways of knowing. This position will also allow you to access resources available through Trent University, and other affiliated programs such as First Peoples House of Learning, KWIC, Actua, and more.*



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### **Application and Submission**

Please submit the following in a **single .pdf document** with title in the format of LASTNAME\_SummerCommsLead:

1. Cover letter
  - Please do not repeat your resume in your cover letter. Your cover letter should answer the following question using anecdotes, personal experiences and more: *How can social media and other communications platforms be used to share the braiding of knowledges and worldviews? Why is this important?*
2. Current resume
3. Contact information for three references
  - At least two of your references must be past employers

Applications will be accepted until **April 11<sup>th</sup>, 2024 at 11:59pm**. Interviews will take place the week of **April 15<sup>th</sup>, 2024**. Please submit your application at our website: <https://www.tracksprogram.ca/summer-social-media-communications-lead>

**IMPORTANT:** *Your application is unlikely to be reviewed if you do not follow all the guidelines for submission stated here.* Please send questions regarding the application process to Madison Laurin, at [director@tracksprogram.ca](mailto:director@tracksprogram.ca).

Thank you, Miigwech, Nia:wen for your application. Only applicants chosen for interviews will be contacted.