



University  
of Victoria

<b>Job Title</b>	Marketing and Social Media Specialist, ESYD Program
<b>Position Type</b>	Full-time
<b>Location</b>	Victoria (Hybrid)
<b>Hours</b>	35 hours per week
<b>Start Date</b>	May 2024
<b>End Date</b>	Mar 31, 2025
<b>Salary</b>	\$65,000-\$75,000
<b>Reports to</b>	Project Manager, ESYD Program
<b>Closing Date</b>	April 23, 2024, 11:59 pm. *Applications will be reviewed on a rolling basis so please apply early.
<b>Application Instructions</b>	See <b>How to Apply</b> section below. Please note: Applications that don't include a resume, cover letter or portfolio will not be considered for an interview.

## Who are we?

Welcome to CanAssist, where innovation meets impact!

Since 2008, we have been transforming the lives of individuals with cognitive and physical barriers. Our technologies and programs are recognized for their positive impact on thousands facing challenging conditions. At CanAssist, our diverse multidisciplinary expertise includes product design, development, policy, applied research, supported employment, and partnership development. Beyond our expertise, we are a passionate community committed to creating a world where everyone can thrive and contribute.

## What Sets Us Apart?

**Innovative Solutions:** CanAssist, a university-based organization, pioneers technologies, programs, and services to enhance the quality of life for individuals with a broad range of physical and cognitive challenges across the age spectrum. Our programs and services address unmet needs, promoting independence, inclusion, and well-being.

**Collaborative Spirit:** We are a respected team that collaborates with UVic researchers, students, and external partners, fostering a diverse and inclusive work environment.

## Our Vision

At CanAssist, we envision a society where everyone has equal opportunities to participate, contribute, and achieve their full potential.

Learn more about what drives us: [www.canassist.ca](http://www.canassist.ca).

## Join Our Team as a Marketing and Social Media Specialist!

Are you passionate about making a difference? Join us in our mission to advance the Provincial Employment Strategy for Youth with Disabilities (ESYD) initiative. You'll work hand in hand with our Project Manager to you'll dive into action, working alongside the project team to produce

captivating content for comprehensive marketing, social media, and project specific initiatives that align with the mission of CanAssist and the priorities of our funders.

If you're creative, innovative, and ready to make an impact, we want you on our team!

## **Your Responsibilities**

### **Project Communications**

- Implement an engaging marketing, communications, and social media strategy for the ESYD project, amplifying the project's achievements in collaboration with the ESYD and CanAssist team.
- Collaborate with team members to curate, produce and refine project communication materials, ensuring they resonate with diverse audiences (e.g., project updates, data spotlights for social media, opportunities for audience engagement, etc.)
- Utilize various social media channels to connect with our community, tailoring content to meet their needs and preferences.
- Manage project-related social media accounts and the program's website (esydbc.ca), ensuring timely updates and optimizing performance.
- Cultivate a strong brand identity and uphold accessibility standards across all communication platforms.
- Provide timely advice and support to the Project Manager and leadership team on communication-related matters.

### **Media Development**

- Partner with the curriculum team and our videographer to create captivating video content that complements the Model's educational materials.
- Conduct research and coordinate with external vendors to acquire necessary services for media production.

### **Research**

- Stay abreast of social media trends and best practices, leveraging insights to enhance our digital presence.

- Engage in social listening activities to inform content creation and engagement strategies.
- Research similar groups that our audience follows to inform content type, hashtag usage, etc.
- Stay current on new ideas, trends, techniques and delivery styles for digital and print content.

### **Writing**

- Support development of publication materials, including survey reports and policy documents
- Drafting writing based on target audiences.

### **Required Qualifications and Experience**

- Bachelor's degree in a relevant field of study (Communications, Business, Media, Journalism)
- 2+ years of experience in marketing and/or social media production, including the production of deliverables for complex projects with multiple stakeholders/interest groups.
- Proficiency in copywriting, editing, and content creation.
- Strong organizational, time management and attention to detail.
- Familiarity with Adobe tools such as InDesign and Photoshop.
- Problem-solving abilities.
- Knack for building relationships.
- Knowledge of accessibility principles.
- Design sensibilities.
- Ability to multitask and thrive in a fast-paced environment.
- Ability to collect information from a wide variety of sources and synthesize it into a single resource/format that tells a story.

- Up to date knowledge of marketing strategies, digital technologies and the latest social media trends.

### **Preferred Qualifications (in addition to the above)**

- Experience analyzing social media metrics and deriving actionable insights.
- Experience working on complex projects with many deliverables.
- Project coordination experience.
- Knowledge of/experience working with youth who have disability, mental health and/or substance use challenges.
- Familiarity with supported employment.
- Experience engaging diverse community groups.
- Video production and graphic design.

### **Required Soft Skills**

Respectful of Relationships, Teamwork and Cooperation, Flexible/Adaptable, Creative and Innovative, Interpersonal, Strong Communicator, Results Oriented, Strategic Thinker, Task Management, Facilitation

### **Perks**

As part of our team, you'll not only find fulfilling work but also enjoy a range of perks designed to enhance your overall well-being. Our commitment to your success goes beyond the workplace. We offer the following perks:

- Hybrid work environment (currently minimum of 2 days in our office)
- Casual work environment
- Paid vacation, in addition to time off coinciding with the UVic winter break
- Extended benefits after three months
- Ongoing coaching from direct supervisor

At CanAssist, we prioritize work-life balance and create a positive atmosphere where your contributions are valued and rewarded. Join us, and let's build a future together where both professional and personal growth are at the forefront of your CanAssist experience.

## **Diversity, Equity and Inclusion**

At CanAssist, we are committed to fostering a barrier-free workplace, ensuring fair, equitable, and respectful treatment through the provision of necessary accommodations. This commitment aligns with the BC Human Rights Code to provide reasonable adjustments to participate in job application, interview process and to perform essential job functions once onboarded barring undue hardship for CanAssist.

Embracing the principles of equity, diversity, and inclusion, CanAssist operates as an entity of UVic, adhering to the University's Equity and Diversity Statement. Our unwavering commitment to these values drives us to actively seek team members who collaborate respectfully, embracing differences across various power levels. We encourage applications from individuals facing barriers to equity, reflecting our dedication to creating an inclusive environment. Explore UVic's comprehensive equity statement at [UVic Equity Statement](#).

## **How to Apply**

We value every applicant and embrace growth and teamwork. We appreciate potential and consider a mix of education and experience. If you believe you have the skills needed, even if you don't meet every qualification, share your perspective in your application. Let's connect to find a place for you, whether it's now or in the future.

Interested candidates should provide a **cover letter, resume** and link to portfolio or .pdf of samples, all in **ONE PDF document** with the following naming convention:

"LastName\_FirstName\_Position.pdf" to **canassistadmin@uvic.ca** by April 23, 2024. Please put [name of position] in the SUBJECT line.

### **Portfolio Requirement:**

Your portfolio must explicitly state your role in creating each piece of content. Content can include but is not limited to social media posts, graphics, videos/reels, blog posts, newsletters, educational resources, content calendars.

Portfolios lacking role descriptions will not be reviewed for consideration.

Once we receive your application, our team will carefully review it. If selected, you'll be invited to participate in a series of interviews.

We are excited to get to know you and, in the meantime, get to know us:

[About Us](https://www.canassist.ca/EN/main/about-us.html) [<https://www.canassist.ca/EN/main/about-us.html>]

[Facebook](https://www.facebook.com/CanAssist/) [<https://www.facebook.com/CanAssist/>]

[Instagram](https://www.instagram.com/canassistuvic/) [<https://www.instagram.com/canassistuvic/>]

We thank you for your interest, but we will only contact candidates selected for interviews. If you have any questions or require accommodation during the application process, please contact [canassistadmin@uvic.ca](mailto:canassistadmin@uvic.ca).