

## **Digital Specialist**

**Hours:** This is an 8-week position, at 30 hours a week

**Rate of Pay:** \$14 per hour

### **Responsibilities:**

Reporting to the Executive Director, the Digital Specialist will support the Communications and Program Coordinator to engage the public through digital media including website and social media channels and be responsible for tasks including:

- Familiarize and understand the brand – PIN, The People and Information Network, Strategic plan and Engagement Plan.
- Research digital trends applicable to non-profit; assess existing PIN social media and website
- Assess social media scheduling platforms, update and develop full use of resource
- Utilize Google Analytics to identify and track key metrics to measure success and tell the story of engagement.
- Create plan to build online presence including Facebook, Twitter, LinkedIn, Instagram, Google + and Youtube.
- Create draft annual social media content calendar
- Assist in the creation of website posts, SEO updates, Google Ads, AODA review
- Engage with public through phone, in person, events to provide/promote resources
- Other office duties as required

### **Qualifications:**

- Proficient in Microsoft Suite Office, experience in WordPress, SEO, Google Analytics
- Excellent analytical and project management skills
- Interest and knowledge of the Guelph-Wellington-Dufferin community
- Ability to work independently, take initiative and assume responsibility with minimal supervision
- Exceptional interpersonal and written communications skills
- Resourceful, creative and detail oriented
- Good telephone manner and speaking voice

This position is funded by Canada Summer Jobs. As such, the applicant: must be between 15 and 30 years of age at the start of employment; was registered as a full-time student during the preceding academic year; intends to return to school on a full-time basis during the next academic year; is a Canadian citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act and; is legally entitled to work according to the relevant provincial/territorial legislation and regulations.

Apply with resume and cover letter by May 16<sup>th</sup>, 2018 to [admin@PINnetwork.ca](mailto:admin@PINnetwork.ca). Please include position title in the subject line. Only those applicants selected for an interview will be contacted.

