

# SOCIAL MEDIA COORDINATOR

VOLUNTEER\*

## Summary:

The Social Media Coordinator is responsible for coordinating and executing UpstartED's social media strategy, working across key social media channels including Facebook, Twitter, Instagram and LinkedIn. This role offers the Coordinator a total immersion into Montreal's edtech environment, working closely with high level executives to learn about social media, digital communications and marketing. This role will be instrumental in increasing UpstartED's social media presence and gaining visibility for UpstartED's brand in the areas in which the organization operates.

Note, this is a volunteer position.

To learn more about UpstartED by visiting our website: <https://www.upstarteD.org/>

Reports to: Flora Bertin, Head of Marketing & Communications

## Responsibilities:

- Manage UpstartED's social media channels (Facebook, Twitter, LinkedIn, Instagram) and editorial calendar to ensure content is timely, relevant, and engaging.
- Draft social media and blog copy.
- Increase the number of followers by engaging with potential clients and student candidates.
- Create clear social media goals across all platforms and consistently analyze and track to keep upper management aware of progress.
- Create monthly analytics report.
- Assist in the execution of other marketing activities across other channels as requested.

## Required Skills:

- An interest in marketing, communications, social media and grassroots initiatives
- Bachelor's Degree in Marketing, Communications or related field is preferred but not required
- Bilingual: English & French
- Excellent written communication skills
- An ability to prioritise work and complete tasks with quick turnaround times
- In-depth working knowledge of Facebook, Twitter, Instagram, and LinkedIn
- Experience with native social media analytics
- Basic knowledge of design (Photoshop, Canva etc...)

Please submit your resume and a cover letter to [flora@upstarteD.org](mailto:flora@upstarteD.org)

*\*please note that this is an unpaid volunteer position. Perfect for students or recent graduates looking to build their resume and back to the community.*