JOB POSTING

Job Title: Social Media and Content Specialist (Maternity Leave)
Term: Temporary FT (37.5 hrs/week), 13-month contract
Salary range: $48,000 - $54,500 annually
Location: Vancouver, BC (hybrid with possibility of remote)
Expected start date: Mid-June 2023
Posting closing date: May 26, 2023

A LITTLE BIT ABOUT US
Sanctuary Mental Health Ministries equips the Church to support mental health and wellbeing.

We provide resources that meaningfully engage the topics of faith and mental health. Our content is developed in collaboration with theologians, psychologists, and people with lived experience of mental health challenges. These resources prepare communities of faith around the world to raise awareness, reduce stigma, support mental health, and promote mental wellbeing.

JOB SUMMARY

Do you love the challenge of telling a story with only 140 characters? Do you believe that an image has the ability to engage an audience and move people to action? Do you scroll social media, curious about the latest trends and what Instagram is doing next?

We are looking for a Social Media and Content Specialist who is passionate about social media and knows the power of social channels to bring communities together, educate, inspire, and influence. The Social Media and Content Specialist will work in collaboration with the Communications team to implement a social media strategy to grow our followers, engage and retain them as part of a brand community, connect them to resources like The Sanctuary Course, and invite them to become donors. They should have a big-picture vision as well as the ability to give attention to small details and ensure alignment with Sanctuary's brand and style.

The right candidate will be an implementer of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience.
DUTIES

What we would expect from you:

As the Social Media and Content Specialist, the Employee will report to Manager, Communications.

Primary responsibilities include:

Strategy
- Collaborate with the Communications team on direction, vision, and content planning related to mental health and faith as well as Sanctuary's resources, and craft a content strategy and social media calendar including important dates related to faith and mental health.
- Ensure accuracy, coherence, and alignment to Sanctuary's style and language guide, themes, and theological vision.
- Collaborate with the Communications team on digital accessibility for all users.

Social Media
- Create and maintain a Christian voice/persona for Sanctuary's social media presence, execute social media strategy, maintain an editorial schedule for the year with a plan for the overall themes and focus of the content, and maintain a visual guide for social media posts.
- Stay up-to-date with social media trends and changes to platforms.
- Create engaging text, image, and video content in line with the outlined social media strategy for cultivating Sanctuary's audience.
- In collaboration with the graphic designer, create visual content to accompany social media posts.
- Write, copyedit, and post to social media via HubSpot.
- Adjust publishing schedules based on responsiveness to current events and cultural trends.
- Liaise with the UK office to meet their social media needs.
- Develop and implement social media campaigns (i.e. October awareness campaign, Christmas campaign, May Mental Health Week), in collaboration with the communications team, to raise awareness, promote resources, and develop donors.
- Maintain a list of social media collaborators and influencers, detailing our connections with them.
- Negotiate and arrange for free and paid collaboration with freelance collaborators and influencers on social media.
- Collaborate with the Communications team regarding the promotion of resources and any upcoming events
- Collaborate with the Development team regarding fundraising campaigns and events
- Manage targeted paid advertising on social media accounts

Content
- Develop and write engaging content for various newsletter audiences, including general newsletter, monthly donors, and more
- Collaborate with Communications team and Programming team to develop content marketing pieces such as devotionals, blog articles, films, and interviews, especially with partner organizations
- Track media and news related to Sanctuary for internal and external stakeholders
- Collaborate on digital marketing and fundraising strategies, especially user journeys

Websites
- Update copy and content on our website and resource portal, as needed
- Publish blog posts and maintain organized tags and categories for blog posts
- Publish podcasts and maintain organized tags and categories for podcasts

The Sanctuary app
- In collaboration with the Communications team, and a developer as needed, strategically update content in the Sanctuary app

Reporting and Analysis
- Track and analyze data using Google Analytics, and other communications-related data for continuous improvement in reach and engagement
- Track and analyze social media engagement data in monthly reports
- Design and conduct surveys or other tools, as needed, to identify the interests and concerns of audiences and analyze results
- Make suggestions and plans for campaigns, updates, or other communications based on analytics reports
- Track, measure, and analyze all initiatives to report on social media ROI

Other duties and expectations:
- Participate in Communications team meetings
- Participate in Sanctuary team meetings
- Research Sanctuary’s audience (both current and prospective)
● Provide ongoing engagement on our social channels: respond to comments, follow key accounts, and like other content and posts
● Define and monitor the most important key performance indicators
● Provide statistics for grant reporting as needed
● Report on online feedback related to Sanctuary's resources or tools (course, blog, podcast, etc.) when relevant
● Other work may be assigned based on time, interest, and skills

APPLICANTS MUST HAVE

● Eligibility to work in Canada
● Three years of experience in a similar role
● Excellent oral, written, and interpersonal communication with strong writing and editorial abilities
● Demonstrated time management and problem-solving skills
● Active and well-rounded personal presence in social media, with a command of each network and their best practices.
● Demonstrated success with Social Media tools such as Instagram, Twitter, Facebook, YouTube, LinkedIn, and others
● Experience with producing social media design, photography, and video content
● Strong working knowledge of communication principles and practices
● Must be capable of maintaining confidentiality, with a high level of accuracy regarding information
● Working knowledge of Google Workspace and social media management tools
● Strong motivation to manage remote work with a flexible schedule
● Degree or diploma in Communications, Public Relations, Journalism, English, or Business preferred; or similar relevant field or equivalent experience

What it would be nice if you had:

● Working knowledge of Adobe Creative Suite
● Experience with HubSpot
● Education in mental health or theology
● A desire to work in a faith-based environment
WHAT YOU CAN EXPECT FROM US

- Competitive compensation based on not-for-profit standards
- Three weeks of vacation in addition to mental health days
- A comprehensive extended health benefits package including a matching pension
- A great team to work with

HOW TO APPLY

Qualified candidates should send a single document that includes a cover letter that clearly states how your skills align with this opportunity and a one-page resume. In the subject line write: “Social Media and Content Specialist – application attached”. Send application to careers@sancuarymentalhealth.org. Candidates who meet posting and application requirements will be acknowledged.

Please visit www.sанctuarymentalhealth.org for more information about our organization.