



Post Title	Social Media Manager
Report to	Executive Director
Description	<p>Across U-hub is looking for a collaborative and motivated Digital and Social Media Manager to promote and support our work and mission through social media platforms.</p> <p>You will provide the overall leadership for the development and implementation of the digital + social media marketing strategy. This includes monitoring, measuring, and reporting on your efforts.</p> <p>A key part of this role is the ability to 'go deep' in understanding the work of the organization and help expand the work being done. In addition to being interested in community cultural work, you should also have experience in web design and in developing both rapid-response and long-term online marketing strategies that can reach target audiences.</p> <p>The ideal candidate should be sensitive to the people, communities and the sociocultural landscape both online and offline.</p>
Key Responsibilities	<ol style="list-style-type: none"> 1. Analyze and report on the organization's positioning on social media and related platforms 2. Informed and in collaboration with fellow staff members, develop short and long term social media initiatives and promotions strategies aligned with organization goals 3. Create and execute original and relevant social media content, both textual and multimedia 4. Manage and monitor all organization's social media platforms – with the objective to increase social media following and actively recruit participant via social outreach. 5. Gather and analyze social media metrics and maintain daily, weekly, monthly, and quarterly reporting to ensure the designated goals are met. Engage with online audience and develop an online community 6. Writing communication pieces including but not limited to articles, press releases, blog posts, etc. 7. Familiarize, learn and report on relevant new trends and technical skills 8. Perform other related duties as assigned
Qualifications:	<ul style="list-style-type: none"> • Minimum college diploma with a focus in Social Media, Digital Marketing, Marketing and/or Communications • Ability to communicate in English and Chinese preferred • Knowledgeable of best practices related to major social media platforms (Instagram, Facebook, Twitter, YouTube) • Experience in Microsoft Word, Excel and PowerPoint (or equivalent softwares) • Skilled in web design and content management, including Wordpress, Wix, Facebook • Skilled in design software such as InDesign, Illustrator, Photoshop, Acrobat, Flash, Spark • Experience with Final Cut Pro also an asset • Excellent command of (written) English, including strong copywriting and editing skills
Job Type:	6-month contract with option to extend
How to Apply	<p>If you are interested in the above job opportunity, please send your resume and covering letter to hr@acrossuhub.com before September 15, 2021 at 5:00 p.m (EST)</p>
Other Information	<p>Across U-hub is an equal opportunity employer and welcomes applications from all interested parties. We thank everyone for taking the time to apply; only selected candidates will be contacted. No agencies please.</p>