



Part-Time Social Media and Website Creator

Organization Overview: The Ontario Cheerleading Federation, a leading force in promoting, fostering, and regulating cheerleading in Ontario, is dedicated to furthering the character and development of young athletes. To help us in this important work, we're in search of a passionate and creative individual to join our team as a Part-Time Social Media and Website Creator. This role requires someone with a heart for the sport and a talent for digital communication, who can bring fresh and innovative ideas to the table.

Position Overview: As a Part-Time Social Media and Website Creator, you will be crucial in advancing our mission by managing our social media presence and website to engage supporters, raise awareness, and drive engagement. You will collaborate closely with our board of directors to develop and implement strategies that effectively communicate our impact and inspire action.

Responsibilities:

- Develop and execute social media strategies to increase followers, engagement, and support across various platforms (e.g., Facebook, Twitter, Instagram, LinkedIn).
- Create compelling and shareable content that aligns with our mission and resonates with our audience, including posts, stories, graphics, and videos.
- Monitor and analyze social media metrics to evaluate performance, identify opportunities for improvement, and optimise content accordingly.
- Maintain and update our website with relevant news, events, and resources using CMS platforms like WordPress or Wix.
- Collaborate with board members to brainstorm and implement digital campaigns and initiatives to support fundraising and advocacy efforts.
- Stay informed about trends and best practices in social media and digital marketing for nonprofits.

Qualifications:

- Demonstrated experience managing social media accounts and creating content for non-profits or mission-driven organizations.
- Excellent writing, editing, and communication skills with a passion for storytelling and advocacy.
- Proficiency in social media management tools (e.g., Hootsuite, Buffer) and analytics platforms (e.g., Google Analytics, Facebook Insights).
- Basic knowledge of website management and HTML/CSS skills preferred .
- basic to advanced knowledge or experience with editing wordpress websites.
- Ability to work independently, manage multiple projects, and meet deadlines in a fast-paced environment.
- Creative thinking and a commitment to advancing social causes and making a positive impact.
- Bachelor's degree in Marketing, Communications, or a related field is beneficial.

Location: This is a remote position, with minimal in-person meetings. Candidates from anywhere in Ontario are welcome to apply.

Hours: This is a part-time position with flexible hours, approximately 10-15 hours per week, with the potential for increased hours during peak periods or unique campaigns.

How to Apply: If you're passionate about using digital media to create social change and want to contribute your skills to a worthy cause, please submit your resume, cover letter, and portfolio (if applicable) to hailey@ontariocheer.ca. In your cover letter, please share examples of successful social media campaigns or projects you've worked on and explain why you're motivated to work with a non-profit organization.

The Ontario Cheerleading Federation is an equal-opportunity employer and welcomes candidates from diverse backgrounds. We look forward to receiving your application and learning more about how you can help us drive positive change in the community!