



**BROAD  
REACH  
CANADA**

Social Media Specialist

Duration: May to August 2024

Location: Toronto, Ontario

About Broad Reach Canada:

Broad Reach Canada is a charitable organization dedicated to empowering underrepresented youth by fostering skills, knowledge, and social belonging through sailing. We strive to create safe, inclusive environments where young people pursue their potential and develop soft and hard skills transferable to adulthood. Programs and services focus on positive youth development, environmental stewardship and community service.

The locations of proposed activities are different from the mailing address because the programs and services are delivered from various sailing clubs and marinas where the CSJ employees will perform their job responsibilities.

Job Description:

- We are seeking a motivated and creative Social Media Specialist to join our team for the summer season. This role is integral in amplifying our Mission, reaching out to potential youth participants, engaging volunteers, and fostering a vibrant, compelling online presence.

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### Key Responsibilities:

- Develop and execute social media strategies to increase engagement and outreach
- Create compelling content for various platforms to attract youth participants, financial and in-kind supporters and volunteers
- Manage social media calendars, scheduling, and postings to ensure consistent and impactful communication
- Engage with our audience, respond to inquiries, and foster a sense of community online
- Collaborate with the marketing and program teams to align social media efforts with organizational goals
- Analyze and report on social media metrics to assess the effectiveness of campaigns and make data-driven improvements.

### Qualifications:

Familiarity and proficiency with various social media platforms and tools

Strong communication skills with an ability to craft engaging content

Experience in social media management, preferably in a non-profit or youth engagement context

A creative mindset with an eye for visual storytelling

Ability to work independently and collaboratively in a fast-paced environment

Commitment to youth development, community engagement, and outdoor activities

### Requirements:

This position is made possible through the Canada Summer Jobs Grant and is open to individuals aged 15 to 30 who are Canadian citizens, permanent residents, or individuals granted refugee status in Canada.

### How to Apply:

Please submit your resume and a cover letter highlighting your relevant experience and enthusiasm for our mission to [fleet@sailbroadreach.ca](mailto:fleet@sailbroadreach.ca)

### Application Deadline:

Broad Reach Canada is committed to diversity and inclusion. We encourage applications from individuals of all backgrounds, including but not limited to, Indigenous peoples, persons with disabilities, and individuals from visible minorities.

Join us in making a difference in the lives of underrepresented youth and help us create a supportive and inclusive community through the power of sailing!