



# KAHNAWÀ:KE NITHOTIÌN:SA RAOTITIOHKWA

## KAHNAWÀ:KE YOUTH CENTER

POST OFFICE BOX 907

KAHNAWÀ:KE MOHAWK TERRITORY JOL 1B0

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### GENERAL INFORMATION

<b>Job Title:</b>	Social Media and Communications Coordinator
<b>Department:</b>	Operations
<b>Date of Job Description:</b>	September 2022
<b>Job Reports To:</b>	Director of Operations, Program Manager

### JOB DESCRIPTION SUMMARY

Under the direction of the Director of Operations and in conjunction with the Program Manager, the Social Media and Communications Coordinator is responsible for administering all of Kahnawà:ke Youth Center's social media, public relations, and communications services. The social media and communications coordinator will work with various media platforms to create, edit, and monitor content (e.g., produce advertisements, content, video, photography, and written communication) related to all aspects of the Kahnawà:ke Youth Center programs, services, and events.

### CORE RESPONSIBILITIES and DUTIES

Core Responsibilities	Duties
<b>Develops and executes digital and social media communications plan to communicate to external parties including community members, organizations, and businesses.</b>	<ul style="list-style-type: none"> <li>• Selects the best format for the audience and the message (e.g., written, visual, audio, video); identifies dissemination channels, such as social media, community organizations, websites and activities that match the audience. Submits to the supervisor for approval.</li> <li>• Generates, edits, and publishes content on various platforms (including Facebook, Instagram, etc.).</li> <li>• Responds to comments, messages, and questions on social media platforms and escalates sensitive issues to the immediate supervisor.</li> <li>• Tracks data and social engagement statistics to analyze the performance of various social media campaigns.</li> <li>• Develops and produces effective graphic displays for all publications, reports, advertisements, including written content, charts, logos, graphic, photo and video displays.</li> <li>• Ensures that all published information has been proofed, edited, and approved by the supervisor and complies with communication protocols, policies, and procedures at least 24 hours prior to distribution.</li> </ul>
<b>Supports staff members with on-site communications coverage and support during special events, meetings, and activities.</b>	<ul style="list-style-type: none"> <li>• Attends special events and community events for photo and video recording.</li> <li>• Coordinates field (on location) and studio audio and video productions for the purpose of ensuring that performance outcomes are achieved within budget and in alignment with the organization's communication plans and objectives.</li> <li>• Attends and provides updates at staff meetings regarding communications projects as requested by the supervisor.</li> <li>• Meets with staff as required to develop specific communications-related work assignments; plans, obtains necessary approvals and implements with the set timeframes.</li> <li>• Maintains and ensures all owned and/or borrowed video-related equipment is tested, inventoried and accounted for and ensures it is properly utilized and safely packed and stored.</li> </ul>

	<ul style="list-style-type: none"> <li>• Transports, sets up and operates various production equipment including cameras, audio and video recorders, tripods, lighting equipment, cables, props, and microphones for location production.</li> <li>• Performs other related duties as assigned for the purposes of ensuring the efficient and effective functioning of the communications department and to accomplish the organization's objectives relating to public relations and communications.</li> <li>• Recommends potential newsworthy stories to the supervisor.</li> <li>• Provides services in a manner consistent with the terms and conditions of the employment agreement, the personnel policies, standard operating procedures and directives that serve the achievement of the KYC Strategic Framework.</li> </ul>
<b>Performs any other job-related duties as may be required.</b>	

<b>QUALIFICATIONS</b>	
<b>Education and Experience required</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in Communications, and two (2) years' experience working with children and/or youth or community services;</li> </ul> <p style="text-align: center;"><b>OR</b></p> <ul style="list-style-type: none"> <li>• DEC in Graphic Design or Communications or related discipline and four (4) years' experience working with children and/or youth or community services;</li> </ul> <p style="text-align: center;"><b>OR</b></p> <ul style="list-style-type: none"> <li>• High School Diploma and demonstrated proficiency with social media platforms – Instagram, Facebook, Twitter, Facebook livestreams, Instagram stories. and six (6) years' experience working with children and/or youth or community services;</li> </ul>
<b>Skills and Requirements</b>	<ul style="list-style-type: none"> <li>• Strong communication skills in English including proper grammar, syntax, punctuation, and style. Knowledge of Kanien'kéha and French encouraged</li> <li>• Communications / Public Relations experience creating documents, publications, presentations, and videos.</li> <li>• Strong multitasking skills: Ability to manage time, set priorities, meet deadlines and schedules.</li> <li>• Strong organizational skills: Able to organize and store video/audio files for review by supervisor.</li> <li>• Self-starter, able to work independently as well as within a team.</li> <li>• Strong interpersonal skills especially with employees, as well as with media providers.</li> <li>• Proficiency in all MS Office applications including graphic and multimedia software.</li> <li>• Strong editing skills. Reviews, edits and assembles final audio/visual material; ensures consistency and relevancy to production; ensures appropriate format for videos and length of recordings; monitors technical quality of end-product.</li> <li>• Ability to safely operate and troubleshoot cameras/tablets, in particular camera equipment and lighting conditions.</li> <li>• Comfortable with communicating via different technical platforms, able to generate and insert text/graphics/sound for audio/video productions. Also coordinates uploading information onsite in the reception area (TV monitor).</li> <li>• Experience in supporting the maintenance of web sites, intranet, and social network accounts, including using hypertext mark-up language (HTML) is an asset.</li> </ul>

<b>Assets</b>	<ul style="list-style-type: none"><li>• Valid driver's license and own a vehicle for travel.</li><li>• Ability to work occasional overtime on evenings and weekends, as required.</li></ul>
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**Incumbent**

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**Date**

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**Immediate Supervisor**

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**Date**

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**Director of Operations**

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**Date**