



Title	Social Media Specialist
Field of Expertise	Marketing, Social Media, Public Relations, Communications, Digital Media.
The Opportunity	full time contract position to start ASAP
	Interviews will be conducted on a rolling basis. Apply early.
Location	Halifax, NS (Kjipuktuk)
How to Apply	Please send cover letter and resume detailing your expertise to careers@digitalmikmaq.com

About

Digital Mi'kmaq is a groundbreaking Indigenous-led grassroots initiative that aims to create lasting opportunities for Indigenous youth and communities through the interplay of science, culture, education and digital skills.

As our programming and initiatives scale up, we require an energetic, creative, proactive Social Media Specialist with experience working with Indigenous communities and in the non-profit sector.

Role and Responsibility

The Social Media Specialist contributes to the development, packaging and scheduling of engaging content across our networks. The effective operation of the day to day communication needs of Digital Mi'kmaq, as directed by our strategic goals and plans, will inform your daily workflow. Working collaboratively with all team members, especially the Communications Manager, the Social Media Specialist shall prepare a variety of materials, communications strategies and programs that deliver the right stories and messages to a variety of audiences.

The main responsibilities of this position requires that you effectively build online marketing strategies in tandem with our offline communications and community engagement initiatives. The importance of building and nurturing relationships is at the

centre of all responsibilities in this role. The Social Media Specialist shall in all endeavours support Digital Mi'kmaq organizational objectives with creativity and innovation. You will develop original content and suggest creative ways to expand our engagement metrics aligned with our roots and goals.

About You

- You have superior command in a fast changing multi-channel ecosystem.
- You have outstanding writing and editing skills with the ability to match our brand.
- You have experience in managing multiple social media platforms, preparing and designing content.
- You have knowledge and familiarity with Mi'kmaq concepts and culture and you are genuinely concerned with advancing the rights of Indigenous peoples.

Qualifications

- Masters Degree preferred in Communications, Media, or related field.
- A minimum of 2-3 years' related occupational experience.
- Excellent skills with digital applications and comfort in learning new apps and software.
- Experience with Adobe, HTML editing software, InDesign, iOS, Gmail, Social Media tools including Facebook Twitter and Instagram.

Essential Attributes

- Must be able to work collaboratively with the team and pivot as directed.
- An unwavering commitment to excellence and strong work ethic.
- Exceptional organizational skills and the ability to handle multiple simultaneous assignments.
- Must be confident and able to deliver in a deadline driven environment.
- Preference will be given to Indigenous applicants demonstrating all qualifications.

Contract Conditions

- Travel may be required for the position with all travel, food and incidentals covered.
- We thank all applicants for their expressions of interest. Digital Mi'kmaq will only contact those selected for an interview.
- Selected candidates will be required to complete and submit a criminal record check before a contract is offered.

Digital Mi'kmaq is an equal opportunity employer, and does not discriminate. We encourage qualified candidates of any gender, race, class, sexual orientation, faith, disability or age to apply. Candidates will be evaluated on a merit basis. Preference will be

given to qualified Indigenous persons. If you are a member of an employment equity group, you are encouraged to identify this in your cover letter.

Digital Mi'kmaq operates in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq.