

# [innovate inclusion]

Social Media & PR Coordinator | Summer Student

## About Us

Innovate Inclusion is a social profit that advocates for the success of underrepresented communities within technology and entrepreneurship.

We are a newly formed company with a mission to:

- foster awareness around the importance of inclusive community engagement;
- advocate for the economic development and success of underrepresented communities;
- educate corporations, communities and individuals by providing access to programs and services that support personal and professional growth.

## Position

Innovate Inclusion is looking for a talented Social Media & PR Coordinator to create and maintain a strong online presence for our company. If you are a student who likes to produce original content and regularly uses social media, we would like to hear from you.

## Responsibilities

- Researching audience preferences and discover current trends;
- Create engaging text, image, and video content;
- Designing posts to sustain readers' curiosity and creating buzz around new programs;
- Measure web traffic and monitor SEO;
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout;
- Suggest new ways to attract prospective customers, like promotions and competitions;
- Monitor and respond to social media posts;
- Generate press coverage for Innovate Inclusion's programming;
- Write, edit, and circulate press releases, media information packages, and other communications materials;
- Locate track all media mentions and file accordingly.

## Requirements

- Some college coursework in communications is helpful or equivalent employment experience related to communications, public relations and/or customer service
- Some previous work on social media websites and/or blogs, whether professional or personal;
- Minimum of 1 year of customer service experience;
- Excellent written and verbal communication skills in English. French is an asset.
- Detail oriented;

- Office computer and data management skills with proficiency in MS Office (Word, Excel, and PowerPoint)
- Ability to make low-level decisions and work with minimal supervision;
- Must enjoy and be familiar with social media, blogs, and review websites;
- Ability to remain calm and positive in a high-pressure, fast-paced environment;
- Ability to prioritize, multi-task and think of how actions have long term effects.

**This is a Canada Summer Job grant that runs for eight weeks in length. Eligible applicants are required to be returning to school in the September of 2018.**

**Accountable to:**

On site manager

**Closing Date:** May 20, 2018.

Candidates should forward their cover letter and resume to: [Hello@InnovateInc.co](mailto:Hello@InnovateInc.co)