

Hello!

The Strathcona Business Improvement Association is looking for a Social Media Specialist to join our team.

The Strathcona Business Improvement Association (SBIA for short) is a not-for-profit society that plays an important role in business development, marketing, safety, and street enhancement in Strathcona through innovative programs, sustainability, advocacy, and strong partnerships. We view our work through a community economic development lens, aiming to innovate, explore, and expand beyond the work of a BIA, to support businesses to thrive in our commercial district, and improve the community for all.

We lift up our members and community through storytelling across all communications channels, and importantly in digital and social channels. We're looking for an expert copywriter and social strategist who is excited to bring to life all that makes Strathcona so vibrant and different from anywhere else in Vancouver.

The Strathcona Business Improvement Association values diversity, and encourages applicants of all gender identities or expressions, sexual orientation, colour, race, age, ability, religion, national or ethnic origin, citizenship, or family/marital status.

Accommodations are available on request for candidates taking part in all aspects of the selection process.

Overview of the Role

The Strathcona Business Improvement Association is looking for a talented Social Media Specialist to join our team in mid-February for an ongoing long-term contract with a three-month pilot period. This is a remote work position of 15 hours a week. The match for this position is a natural-born communicator and creative content creator, ready to share stories from our vibrant community of Strathcona in an authentic and captivating way. With support and oversight from the SBIA Communications Manager, you will be responsible for planning and curating a monthly content calendar and creating ongoing content across our digital channels, including Instagram, Facebook, Twitter, SBIA website, and email newsletters. The content you develop will align with our brand strategy, digital content strategy, and current marketing campaigns; all while connecting, engaging, inspiring, and ultimately building a bond between our audiences and brand.

You are driven by understanding people — what they like and what they need — and want to connect with them in an ever-evolving digital landscape. You have a deep

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curiosity about social context and the movements and trends that shift and evolve moment to moment. You will bring innovative ideas and a strategic lens to social media campaign development and our overall communications strategy. From COVID-19 community recovery to continuing to build goodwill toward and through Strathcona's new place brand, you'll have amazing opportunities to let your creativity shine. In this role you'll get to engage online with our members and audiences and provide analysis and recommendations for optimizing our social media landscape moving forward. In this remote work position you will be well-supported by direct management and be an active member of our engaged team.

Job Responsibilities

1. Understand the SBIA brand, business objectives and its audience's needs across channels, key initiatives and projects.
2. Develop a monthly content calendar in accordance with our communications and digital strategies.
3. Craft and create engaging copy and visual content using both existing visual assets as well as new photography and video content.
4. Schedule and publish engaging, relevant, high-quality content for our Instagram grid, Instagram stories/reels, Twitter, Facebook, website and email channels that builds meaningful connections.
5. Engagement and engagement tracking with Strathcona BIA members and followers, including liking and commenting on posts, sharing, promoting, customer service, and inquiry responses.
6. Work closely with the Communications Manager to develop creative social media campaigns and digital activations that increase channel engagement and growth.
7. Support the ongoing rebrand of our social media channels in accordance with our new brand and brand strategy.
8. Support the creation of paid strategies across our social channels based on campaign goals and target audience
9. Support updating the website with new content and blog posts.
10. Track and analyze quantitative and qualitative data across all digital channels, campaigns and content.
11. Set objectives and provide periodic reports including recommendations to support increased engagement, and organic and paid growth across channels.

Additional Expectations

- Leverage the right tools to manage content creation and publishing, such as Canva, Hootsuite, or others.
- Ensure brand consistency through images/video, and in written tone and voice.
- Execution and management of social media contesting.

- Ability to collaborate with team members and our online community to achieve common objectives.
- Approach change or new information and knowledge with curiosity.
- Strong analytical and problem-solving skills.
- Passionate about supporting small businesses.

Desired Experience and Skills

- Demonstrated experience managing social media content for public-facing brands, including sourcing and creating original content.
- Demonstrated experience working on innovative social media campaigns with creative approaches.
- A degree or diploma in communications or marketing is welcomed but not required with relevant work experience.
- Great story-telling capabilities including exceptional English writing skills, visual editing (photo/video/text) and presentation skills.
- Excels at research and strategic brand/communications planning with the ability to develop social media editorial content in a fast-paced environment.
- Successful candidates will have a basic understanding of Wordpress, key words, SEO and Google Analytics.
- Successful candidates should have basic knowledge of ads manager on Facebook/Instagram and Twitter.
- Familiarity with social media monitoring and analytics tools
- A strong connection to the community of Strathcona and knowledge of the vibrant businesses and organizations that call Strathcona home is an asset
- Well-organized with strong project management skills
- A keen eye for detail
- Ability to work independently and be held accountable
- Ability to adapt to a fast-paced and changing environment
- Photography skills are an asset
- Familiarity with Adobe Photoshop and Adobe Illustrator an asset

About the Strathcona BIA

The Strathcona Business Improvement Association operates on the unceded territories of the xwməθkwəy̓ əm (Musqueam), sk̓wxwú7mesh (Squamish) and səɪɫwətaʔɫ (Tsleil-Waututh) Nations. Their cultures and economies have shaped the district since time immemorial and remain integral to the community today.

The SBIA represents over 800 business and commercial property owners in Vancouver’s Downtown Eastside and Strathcona neighbourhoods. The BIA designated area is roughly bound by Gore Avenue, Clark Drive, Railway Street, and Venables Street. The SBIA is a unique BIA in that over 60% of our members are industrial. Our vision is for Strathcona members to thrive in a mixed-use, inclusive, resilient and

prosperous local economy. It is our mission to promote a strong local economy through advocacy, cultivating relationships, supporting business participation in the community, delivering innovative programs and fostering community leaders.

Currently, we are actively working to support our members across the district of Strathcona facing unprecedented impacts from COVID-19, and our communications strategy reflects that. Recovery from the pandemic and the launch of our new brand will greatly shape our digital communications in the months to come.

Learn more about our mission, vision, and programming at strathconabia.com.

Compensation

\$45/hr

15 hrs/week

How to Apply

Please email your resume and a brief cover letter to info@strathconabia.com with the subject heading "Social Media Specialist" and include your full name in the file name. Please feel free to share examples of social media accounts you've managed or brand campaigns you've worked on. We are grateful to all applicants for their interest, however we will only be contacting those candidates who have been selected for an interview.

The deadline to apply is February 11, 2021.