

START PROUD | FIER DÉPART

Associate , Content & Strategy
REPORTS
TO:
Manager, Content & Strategy

ABOUT THE OPPERTUNITY

Twitter, Facebook, LinkedIn, and Instagram are your domain. Typing out captivating copy is your secret superpower.

As an Associate, Content & Strategy, you will be responsible for managing all social media channels on behalf of Start Proud and managing our mailing lists. This involves working with portfolio heads, VP and Manager, Content & Strategy to write copy according to the marketing plan for these events that drives attendances and increases awareness of our events and organization.

HOW TO APPLY

Email you're resume to human.resources@startproud.org with the position title in the subject line. _____

CORE RESPONSIBILITIES

- You will write copy for all Social Media channels that Start Proud has a presence on. This involves understanding our audiences on each medium and tailoring your writing accordingly.
- You will put together compelling emails that will go out to specifically tailored lists in order to solidify reach and utilize Start Proud's channels cohesively.
- You serve as an advisor to portfolio heads and Vice President during the planning stage of our marketing campaigns to understand how we can best utilize our social channels.
- Triage any incoming communication from our social media channels to ensure they are responded to by the appropriate person.

IDEAL CANADIATE

- Have previous experience volunteering, can provide insight on the challenges and opportunities that the LGBTQ + community is facing collectively.
- Highly motivated individual who can work efficiently with minimal supervision
- Not afraid to speak your mind, entrepreneurship spirit preferred

COMMITMENT:

- 5-10 hours / week depends on the seasons; minimum 1 year of commitment overall
- Mandatory attendance in quarterly team meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year

BENEFITS

- Ongoing professional development and training opportunities
- Potential for letters of recommendation and references
- Opportunity to work and network with various industry leaders with LGBTQ community
- Expand personal and professional network

Additional information: 1 position available

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About Start Proud

Start Proud makes the student communities we serve as a clear focus of what we do. We produce initiatives that provide career and professional development support to lesbian, gay, bisexual, transgender, queer, and other sexual minority (LGBTQ+) students in Canada while building a national network of like-minded professionals to promote a workplace culture that is more diverse and inclusive.

Valuing Diversity & Inclusion

At Start Proud, we are committed to fostering an inclusive, accessible environment, where all of our volunteers feel valued, respected, and supported. We are dedicated to building a workforce that reflects the diversity of our communities in which we live and serve. We encourage everyone to apply, including people from underrepresented groups who self-identify as transgender, non-binary, Indigenous, persons of colour, and persons with disabilities etc.