

## CREATIVE DIGITAL CONTENT AND MEDIA SPECIALIST

STATUS: Full-Time, Permanent

SALARY: \$66,280

LOCATION: Toronto, ON (hybrid)

APPLICATION DEADLINE: Open until filled

### WHO WE ARE

For 20 years, the Stephen Lewis Foundation has challenged traditional power structures in international development and philanthropy by shifting resources into the hands of local communities impacted by the HIV epidemic in sub-Saharan Africa.

Committed to community-led solutions, we provide funding and allyship to local organizations who are restoring hope, reclaiming human rights, fighting injustice, and saving lives.

### WHAT YOU WILL DO

Reporting to the Senior Manager, Media and Communications, the *Creative Digital Content and Media Specialist* is a creative collaborator and key part of the Communications team. With a focus on content creation (video, graphics, and text), strategic planning and management of our social media accounts, and building and rolling out email fundraising and advocacy campaigns. They are responsible for the foundation's day-to-day voice and messaging on Facebook, Twitter, Instagram, LinkedIn and YouTube where they actively engage with and grow our community of SLF supporters, partner organizations across sub-Saharan Africa, like-minded organizations and SLF allies. They will be current on social media trends and best practices, find new opportunities to reach broader audience to help raise awareness, drive engagement and support the SLF's work.

#### *CREATIVE DIGITAL CONTENT CREATION and SOCIAL MEDIA MANAGEMENT: 65%*

- ✓ Lead the design, copywriting, and rollout of captivating content tailored for diverse social media platforms including Twitter, Facebook, Instagram, LinkedIn, and YouTube
- ✓ Create engaging videos and graphic presentations for online and live events using archival, b-roll and original video
- ✓ With cross-team support, assist with virtual and in-person events, including livestreaming, comment moderation, photography and video recording, as needed

Stephen Lewis Foundation

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[www.stephenlewisfoundation.org](http://www.stephenlewisfoundation.org)

- ✓ Design and execute a social media strategy to support multiple and diverse campaigns
- ✓ Through digital channels, raise awareness about the work of the SLF's community-led partner organizations
- ✓ Create and maintain a social media calendar with the flexibility to respond to new opportunities.
- ✓ Identify opportunities, trends and best practices to expand the foundation's reach and engagement of current and potential supporters
- ✓ Monitor social media channels of partner organizations, and allied and like-minded organizations
- ✓ Liaise directly with SLF colleagues, partner organizations in sub-Saharan Africa, and SLF donors and supporters to source impact stories, quotes, and photo and video
- ✓ Lead the creation and execution of paid social media ad campaigns that drive goals including awareness, web traffic, and newsletter sign-ups; manage the budgets of those campaigns
- ✓ Measure, optimize and report on performance of the foundation's social media channels

**EMAIL MARKETING: 25%**

- ✓ With cross-team support, help design, build, and deploy the foundation's emails related to fundraising, marketing, and other activities
- ✓ With support from the Senior Database Manager, implement email marketing best practices, including segmentation, and Mailchimp list maintenance
- ✓ Design and build the foundation's digital donation modules using the AKA Raisin platform

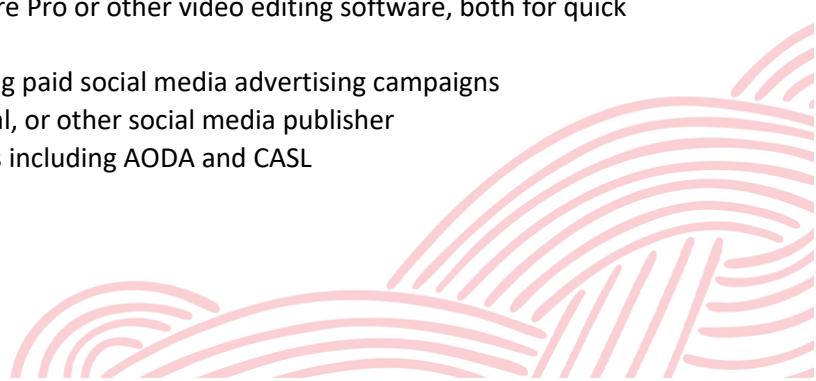
**OTHER COMMUNICATIONS SUPPORT: 10%**

- ✓ Monitor and report on website performance and collaborate with an external consultant on Google Ads strategies
- ✓ With the Graphic and Web Designer, maintain the foundation's photo and video database

**Please include an online portfolio with your application with links to graphic, video and text examples of your work.**

**WHAT WE LOOK FOR**

- ✓ Creativity, accuracy and an eye for detail
- ✓ Application of a deep commitment to anti-colonialism and anti-racism through visual and written communications approaches, as well as to continuous learning
- ✓ Social Media expertise, including the creative design and execution of engaging multi-channel content that develops relationships, drives website traffic, and inspires audiences to support the foundation's work
- ✓ Excellent storytelling and writing skills, with a focus on micro-content such as social posts, subject lines, and event invitations
- ✓ Demonstrated design know-how and familiarity with Canva; experience working within brand guidelines
- ✓ Ability to create and edit video using Premiere Pro or other video editing software, both for quick reels and longer content
- ✓ Experience creating, reporting on and running paid social media advertising campaigns
- ✓ Experience using Mailchimp and Sprout Social, or other social media publisher
- ✓ Knowledge of email marketing best practices including AODA and CASL



- ✓ Experience with WordPress, Google Ads and SEO and basic HTML are all strong assets
- ✓ Familiarity with Blackbaud Raiser's Edge NXT is an asset
- ✓ Ability to work effectively on a small, nimble, deadline-driven team with high levels of collaboration as well as independent work

## WHAT WE OFFER

- ✓ 4 weeks vacation, sick and personal days
- ✓ Comprehensive benefits package (health, dental, vision)
- ✓ Competitive wages; The SLF is certified by the [Ontario Living Wage Network](#)
- ✓ Hybrid remote work schedule and flexible hours to promote employee wellbeing
- ✓ Top-up for maternity/parental leave and sick leave

## HOW TO APPLY

Submit your **cover letter, résumé and link to your online portfolio** to [careers@stephenlewisfoundation.org](mailto:careers@stephenlewisfoundation.org), indicating “Creative Digital Content and Media Specialist” in the email subject line. Applicants must be legally entitled to work in Canada. Applications will be reviewed on an ongoing basis. While we thank all applicants for their interest, only those selected for an interview will be contacted.

The Stephen Lewis Foundation requires all new hires to be fully vaccinated against COVID-19. Applicants who receive an employment offer will be required to provide proof of vaccination as a condition of employment or have a valid medical or other Human Rights Code-related exemption.

The Stephen Lewis Foundation promotes feminist and anti-oppression principles and is committed to diversity and inclusion. We welcome applications from racialized persons/persons of colour, women, Indigenous peoples, persons with disabilities, LGBTQ2S+ persons and people with lived experience of HIV and AIDS.

*The Stephen Lewis Foundation is an equal opportunity employer.*

