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Digital Media Manager Position

Boys & Girls Clubs of Thunder Bay (BGC Thunder Bay)

For over 50 years, BGC Thunder Bay has been creating opportunities for thousands of children and youth within our city. As Thunder Bay's largest child and youth serving charitable and community services organization, our Clubs open their doors to young people of all ages and their families at 2 fulltime locations during out-of-school hours. Our trained staff and volunteers provide programs and services that help young people realize positive outcomes in self-expression, academics, healthy living, physical activity, job readiness, mental health, social development, leadership, and more. Opportunity changes everything. Learn more at www.tbayboysandgirlsclub.org

Specific Responsibilities:

The **Digital Media Manager** is responsible for promoting BGC Thunder Bay through the creation, implementation, and measurement of all things digital media. Below is a list of specific responsibilities the successful candidate will oversee:

- Help manage and evolve our newly implemented RecDesk platform. RecDesk is a cloud-based recreation management solution that helps users create customized forms for membership registration and management.
- Create compelling social content that drives engagement as well as traffic to BGC Canada websites and other properties
- Manage day-to-day posting and moderating of content across social platforms
- Write public and member website updates
- Create and/or support social media marketing campaigns and social ads that drive traffic to segmented audiences
- Create a range of digital/social assets and promotional materials as required
- Manage social media / communications calendars
- Produce reports and analytics on social content performance and offer insights on digital strategy
- Attend and produce content for multiple live events throughout the year
- Work with the Board of Director's Marketing, Communications and Fundraising Committees plan, promote and execute special events and fundraising activities.
- Manage our Mailchimp account
- Create a programme to support and encourage Legacy Giving, which includes, tracking communication and support.
- Other duties may be assigned, as necessary.

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Our Ideal Candidate:

- Relevant experience as a social media and web content creator with proven experience in digital storytelling
- Highly qualified in all social media platforms including LinkedIn, Facebook, Instagram, Twitter and others as they are adopted (e.g.TikTok)
- Knowledge of Adobe Creative Suite
- Knowledge of Canva, Hootsuite, Wordpress
- An instinct for visual and written storytelling and a passion for digital/social content
- Knowledge of digital landscape and up-to-date with the latest news, trends and discussions
- Experience leading and executing multiple projects at once in an environment that is fast-paced, and ability to execute against challenging timelines
- Knowledge of recreation software; RecDesk or other similar recreation management software.

Candidate Criteria

- Candidate must be a new entrant into the workforce, are transitioning to a new career, or the unemployed or the underemployed who are entering a new field.
- Candidate must have not previously participated in an NOHFC funded internship in the 2020 Mandate.
- Candidate must be 18 years of age or older.
- Candidate must be legally eligible to work in Canada.
- Once hired, the candidate must reside in the Northern Ontario community in which they are employed.

Compensation

- **1 year contract 37.5 hrs per week \$35 - 45K (depending on experience)**

Email resume & cover letter to Albert Aiello at tbbgc@tbaytel.net