

Job Title: Social Media Content Creator

Position Type: Part-Time/Contract

Location: Remote / FIFSW

Reports To: Elo Igo, Project Coordinator for RISE YBMen Toronto, The CRIB, FIFSW

Hours per week: 10-12hrs

Hourly Rate: \$28

Job Summary:

We are seeking a highly creative and tech-savvy Social Media Content Creator to manage and optimize social media engagement through strategic content creation and scheduling for our Restore, Intervene, Support & Educate Young Black Men (RISE YBMen Toronto) virtual grief education program. The ideal candidate is experienced in Instagram content management, understands best practices for audience engagement, and is skilled in designing promotional and advertising materials for social media platforms. This individual will be responsible for curating, scheduling, and posting time-ordered RISE YBMen Toronto curriculum and learning modules to maximize interaction and participation. They must thrive in a fast-paced environment, work both independently and collaboratively, and can accept and apply constructive feedback.

Key Responsibilities:

- Content Creation & Management: Develop high-quality, visually appealing, and engaging social media content tailored to the audience, ensuring alignment with brand voice and mission.
- Curriculum & Module Posting: Strategically schedule and post learning modules on Instagram for optimal audience engagement, ensuring content is delivered in a clear, sequential manner.
- Social Media Scheduling: Utilize scheduling tools to plan, optimize, and automate content posting across multiple social media platforms.
- Audience Engagement: Monitor engagement trends and adjust strategies to increase interactions, follower growth, and content reach.
- Ad Creation & Promotion: Design and implement paid and organic advertising campaigns on social media to maximize reach and impact.
- Content Extraction & Data Analysis: Collect and analyze engagement metrics from Instagram to assess performance, provide insights, and refine content strategies.
- Fast-Paced Production: Work quickly and efficiently to meet tight deadlines, ensuring all content is delivered in a timely and high-quality manner.
- Collaboration & Adaptability: Work independently and as part of a team, contributing creative ideas while remaining open to constructive criticism and feedback.

Qualifications & Skills:

- Proven experience managing social media content, specifically Instagram.
- Expertise in content scheduling tools (e.g., Later, Buffer, Hootsuite, Meta Business Suite).
- Proficiency in graphic design tools (e.g., Canva, Adobe Creative Suite) for ad and promotional content creation.
- Strong understanding of social media analytics, engagement strategies, and audience behavior.
- Ability to extract and analyze Instagram data to assess content performance and improve strategy.
- Excellent time management skills and the ability to work under pressure with quick turnaround times.
- Ability to adapt to feedback and incorporate revisions in a professional and timely manner.
- Strong communication and organizational skills.

Preferred Qualifications:

- Experience with video content creation and editing (e.g., Reels, Stories, TikTok, YouTube Shorts).
- Knowledge of community-building strategies to increase follower engagement.

Work Environment & Expectations:

- Ability to work independently and collaboratively in a fast-paced, deadline-driven environment.
- Openness to iterative feedback and continuous learning.
- Availability to work flexible hours, including responding to engagement trends in real time.

Education

- Enrolled as a University of Toronto Undergraduate/ Graduate Student

If you are passionate about digital engagement, content creation, and social media strategy we encourage you to apply and bring your creativity to our team!