



## Digital Media Coordinator Job Posting – Canadian Parents for French BC & YK

**Location:** Virtual/Remote

**Hours per week:** 15hrs

**Wage:** Starting at \$27/hour

**Employment:** PT regular salaried employee

**Application deadline:** October 15, 2021

**Start:** As soon as possible

### The role:

As Digital Media Coordinator for CPF BC & Yukon, you will work on our Outreach Team to draft mass communication materials (monthly updates for Chapters, quarterly all-member communiqués, media releases, etc.), run all social media channels (Facebook, Instagram and Twitter), and serve as CPF BC & Yukon's webmaster. In addition to routine duties, the Digital Media Coordinator works in tandem with other team members on special projects, including [Concours virtuel](#), quarterly conferences, and when needed to support the work of CPF BC & Yukon's Executive Committee.

While hours are part-time, the Digital Media Coordinator is expected to virtually attend weekly scheduled staff meetings and bi-weekly scheduled Outreach Team meetings.

The vast majority of communication is in English. Knowledge of French is an asset, but not a requirement.

### Roles & Responsibilities

#### Manage Social Media Accounts (15%)

- Post content 3-4 times per week to Twitter and Facebook.
- Monitor comments and provide responses where appropriate.
- Roughly half of the content shared should come from our website, the other half will be shared from partner organizations websites and social media accounts i.e. the Office of the Commissioner on Official Languages, SFU Office of Francophone and Francophile Affairs, local Canadian Parents for French Chapters, etc.

#### Update & Develop Website Content (35%)

- Our Canadian Parents for French BC & YK website has extensive information for parents, volunteers, and educators. Unfortunately, lots of the website information is out of date, or needs to be re-organized.
- From time to time, new website pages or website content will need to be developed. This will require finding the appropriate information, laying it out, and posting it to our



**CANADIAN  
PARENTS  
FOR FRENCH**  
BRITISH COLUMBIA  
& YUKON

WordPress website. Graphic design may be required to help make the information clear and visually appealing.

- Priorities for updating the website and content development will be determined with the Outreach Officer.

### **Prepare & Send Monthly Email Newsletters (50%)**

- Every month (and quarterly) an e-bulletin is developed and sent to all Canadian Parents for French chapter volunteers. These are parents who volunteer their time to support local French second language programming. Content will be sourced from partner organizations and CPF Board & Staff.
- This will require writing and graphic design skills.

### **Deliverables**

- Research, prepare, and send month Chapter Updates and quarterly All Member communiques.
- Research, develop, and post content to the Branch website.
- Update sections on the Branch website.
- Research and post content to the Branch social media accounts. Namely, Twitter and Facebook.
- Design assets and materials as may be needed on an ad-hoc basis.
- Monitor partner social media accounts. Collect and share interesting and timely events, resources, opportunities through our various online channels.
- Copy edit French and English materials as may be requested by the Outreach Officer, Executive Director or designate.
- Help prepare and disseminate materials and communication tools for the annual Membership Drive, AGM & Conference, Concours d'art oratoire, and other special Branch initiatives as may be requested.
- Participate in weekly staff meetings as may be requested.

To apply, please email your resume to Glyn Lewis, CPF BC & YK Executive Director, by October 15 at 5 p.m. PDT: [glewis@cpf.bc.ca](mailto:glewis@cpf.bc.ca).