

About Helping Hands

Helping Hands is a grassroots, youth-led organization that works to increase youth community engagement through online and in-person activities. We serve as a platform that matches youth with volunteer placements in organizations that suit their interests and the skills they wish to develop.

We're looking for a creative, tech-savvy Social Media and Marketing Associate to join our growing team. Working closely with and reporting directly to the Head of Marketing, the candidate will be responsible for helping to develop and execute our marketing plan with a focus on social media marketing and lead generation campaigns. ***This a full-time, ten to twelve-week contract position funded by the Government of Canada through the Canada Summer Jobs program. Returning students have the option to work part-time in September to accommodate their school schedule.***

Core responsibilities

- **Analyze Data:** Analyze our social media metrics observe user engagement patterns
- **Develop Digital Campaigns:** Collaborate with the marketing team to create a long-term marketing plan and digital campaigns that engage youth and raise our organizational profile
- **Design Promotional Materials:** Work with the Head of Marketing to design promotional materials for social media accounts, website, presentations, and other platforms
- **Market Research:** Conduct market research to identify new opportunities to reach our target audience
- **Audience Engagement:** Grow our follower and subscriber base by regularly posting helpful content aligned with their needs and interests
- **Other Social Media and Marketing-related duties and responsibilities as needed**

Qualifications:

- 1+ years of relevant experience, preferably within the not-for-profit sector
- Student or graduate of a post-secondary degree in Business, Marketing, or related field of study

- Experience with building audiences and growing social media followings
- Demonstrated ability to create compelling social media content and campaigns
- Proficiency in Google Workspace (Google Docs, Drive, Sheets, Slides)
- Ability to multitask and work efficiently with others
- Demonstrates excellent creative, analytical, and strategic thinking skills
- Proficiency in Adobe Creative Suite is a plus

The Hiring Process

- Step 1: General interview with the Head of Human Resources
- Step 2: Interview with the Head of Marketing
- Step 3: Selection process
- Step 4: Onboarding the successful candidate

This is a remote work position with the main office based in Mississauga, Ontario.

TO APPLY:

Email a copy of your resume and cover letter to **team@helpinghandsapp.com** with “**Social Media and Marketing Associate**” in the subject line.

Only successful candidates will be contacted.