



## Canada Summer Jobs: Communications Officer - Social Media Assistant

**Deadline: June 7, 2023**

**Time Commitment:** 35 hours/week for 8 weeks between June 19 - August 11, 2023

**Compensation:** \$15.75/hour

**Positions Available:** 1

**Location:** Remote

**Note:** This is a position funded by the Government of Canada through the Canada Summer Jobs Program. Please ensure that the following eligibility criteria can be met before applying:

- Be between 15 to 30 years of age at the start of employment
- Be a Canadian citizen, permanent resident or have refugee status in Canada
- Have a valid Social Insurance Number and be legally entitled to work in Canada

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The Communications Officer will prepare educational and promotional materials to be regularly shared on our social media and email platforms. They will help develop strategies for enhanced engagement with our audience and monitor our social media platforms to determine trends and recommendations for growth. They will also assist with donor engagement by contributing to developing donor communication strategies and supporting the weekly news alerts. The Communications Officer will assist with updating the website content as necessary and implementing a style guide and brandbook.

### Responsibilities:

- Assist with creation of content for social media, including but not limited to Twitter, Facebook, Instagram, LinkedIn, and YouTube
- Create summaries of pertinent news articles for the weekly news alerts
- Update and implement an iterative, comprehensive communications plan for the organization, which includes digital and traditional media forms
- Monitor and evaluate social media performance, based on existing indicators
- Support with updating website content
- Support with graphic design of briefs, reports, infographics, and other materials

### Skills required:

- Excellent written and oral communications skills in English; ability to work in Tamil or knowledge of other languages spoken by Tamil diaspora is a strong asset
- Ability to synthesize complex information into concise and easily understood materials that appeal to the target audience
- Strong attention to detail
- Knowledge of social media platforms



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- Strong knowledge of Canva; knowledge of MailChimp is an asset
- Ability to work well in teams and particularly teams that span across multiple geographies.
- Strong time management skills and ability to complete tasks on time
- Ability to work independently

### How to Apply

By 11:59pm EST on June 7, 2023, please send PDFs to [careers@pearlaction.org](mailto:careers@pearlaction.org) with the subject line: [Last Name, First Name] - Social Media (CSJ 2023) including the following:

- Cover letter
- Resume

**PEARL is committed to equity, inclusion, and anti-oppression in all aspects of our work. We encourage applications from equity-seeking groups, such as women, non-conforming gender identities, members of the LGBTQIA+ community, and disabled people. Accommodation can be provided throughout the selection process as long as candidates make their needs known in advance by emailing [careers@pearlaction.org](mailto:careers@pearlaction.org) with the subject line: Accommodations request - Social Media (CSJ 2023)**