

Igbo Cultural Association of Edmonton - ICAE

Social Media Officer

Position Title: Social Media Officer (Youth-Focused, Grant-Funded)

Department: Communications / Community Engagement

Reports To: Public Relations Director / Program Coordinator

Employment Type: Temporary, Grant-Funded

Duration: 12 weeks

Hours: 30 hours per week (guaranteed)

Compensation: \$17.00 per hour

Location: Hybrid

Start Date: February 11th 2026

Position Summary

The Social Media Officer supports the organization's communication and outreach efforts by managing social media platforms, creating engaging content, and assisting with digital campaigns. This grant-funded, youth-focused role offers practical experience in digital marketing and community engagement within an ethnocultural non-profit environment.

The successful candidate will work closely with the Public Relations Director and program staff to enhance the organization's online presence and engage youth and community members effectively.

Key Duties and Responsibilities

Social Media Management

- Develop, curate, and schedule content for social media platforms (e.g., Facebook, Instagram, Twitter, TikTok).
- Monitor social media channels and engage with followers in a timely, respectful manner.
- Assist with social media strategy development to increase reach and engagement.
- Collaborate with program staff to promote events, workshops, and initiatives online.

Content Creation

- Create graphics, videos, and written posts that reflect the organization's mission and values.
- Ensure all content is culturally appropriate and sensitive to diverse communities.
- Adapt content for different platforms and audiences to maximize impact.

Campaign Support

- Assist with planning and executing digital campaigns related to fundraising, awareness, or community events.

- Track and report on social media analytics to inform strategy and improve performance.
- Support email newsletters and website updates as needed.

Administrative and Reporting Tasks

- Maintain an organized content calendar.
- Assist with documentation and reporting of social media activities for grant compliance.
- Provide general administrative support to the communications team.

Training and Professional Development

- Attend and actively participate in all required mandatory trainings.
- Apply knowledge from trainings to support safe and effective communications.

Mandatory Training Requirements

The successful candidate will be required to complete and participate in the following trainings:

- CPI (Crisis Prevention Intervention)
- APRP (Abuse Prevention and Response Protocol)
- Medication Administration
- CPR and Standard First Aid
- WHMIS (Workplace Hazardous Materials Information System)

Qualifications

Education

- Currently enrolled in or recently completed high school, college, or university.
- Preferred fields: Communications, Marketing, Digital Media, Public Relations, or related areas.
- Equivalent combination of education, lived experience, and community involvement may be considered.

Experience

- Previous experience managing social media accounts or creating digital content is an asset.
- Experience working with ethnocultural or diverse communities is preferred.

Skills and Competencies

- Strong written and verbal communication skills.
- Creativity and attention to detail in content creation.
- Ability to work independently and as part of a team.

- Basic proficiency in social media platforms and content creation tools (e.g., Canva, Adobe Spark).
- Familiarity with social media analytics tools.
- Organizational skills and ability to manage multiple tasks.

Eligibility and Working Conditions

- Youth applicants aged **18–30** are strongly encouraged to apply.
- Must be legally authorized to work in Canada.
- Ability to work occasional evenings or weekends for event coverage.
- Must successfully complete a criminal record check if required.
- Must attend and complete all mandatory trainings.

Performance Expectations

- Demonstrates professionalism, creativity, and reliability.
- Engages respectfully with diverse audiences online.
- Meets deadlines for content production and reporting.
- Follows organizational policies and confidentiality protocols.

Physical and Environmental Requirements

- Ability to work at a computer for extended periods.
- Ability to attend in-person events for social media coverage as needed.

Equity Statement

The Igbo Cultural Association of Edmonton is committed to equity, diversity, and inclusion. We encourage applications from youth of diverse cultural backgrounds, including newcomers, racialized youth, and those with lived experience in ethnocultural communities.