

## Social Media Coordinator

### [Home & Family](#)

**Are you looking for a paid social media engagement opportunity?**

The Manitoba Association of Home Economists (MAHE) is seeking an individual to populate and share content on the Homefamily.net digital platforms. [Home & Family](#) is a website designed to uplift families by helping them meet the challenges of daily life. The social media coordinator will be responsible for creating the plan, engaging the digital community through consistent posts and provide regular reporting to MAHE.

#### Tasks include:

- Engage with community organizations, partners & stakeholders for relevant and current information for sharing.
- Submit a complete digital communication plan broken down by month, set annual project goals, monitor analytics, and prepare quarterly reports.
- Prepare and share timely, consistent, and credible content for [Home & Family](#) social media accounts.
- Monitor comments & inquiries to social media accounts and respond with relevant information based on best practices in Home Economics.
- Regular communication with the project liaison to the MAHE Board.

#### Qualifications

- Knowledge of the effective use of social media including Facebook, Instagram & Twitter.
- Ability to respond to inquiries or comments using content that is reliable and includes best practices in Home Economics.
- A desire to assist families by engaging with identified community groups, partners & broader media outlets on current issues.
- Ability to gather & and interpret social media analytics.
- Currently a member or eligible for membership in MAHE an asset.

#### Location

As an independent contractor, the Social Media Coordinator is responsible for providing their own workspace and providing any necessary office equipment (computer, computer software Microsoft Office, internet access, telephone, etc.) to complete the tasks of this position.

#### Travel and Miscellaneous Expenses

No travel is required unless the contractor chooses to do so, therefore no expenses should be incurred.

#### Compensation

Compensation is \$25.00 per hour for a maximum of 156 hours over a 10–12-month term to be completed by December 2022.

**Start Date:** December 2021 or January 2022

**Please submit a letter of interest and resume to [mahe@mahe.ca](mailto:mahe@mahe.ca) before Friday, December 3, 2021**