



www.dudesclub.ca » 778 244 8363 » info@dudesclub.ca

DUDES Club Society Employment Opportunity

Posting Title: Social Media Specialist

Location: Multiple Locations, BC CA (Primary)

Compensation Rate: Based on Experience

Job Type: (1-Year Term/Contract) 15 hours per week, \$22-25 per hour

ABOUT US

The DUDES Club was established in the Vancouver Downtown EastSide in 2010 and is a proven model for Indigenous men's wellness promotion that builds solidarity and brotherhood, enabling men to regain a sense of pride and purpose in their life. A three-year evaluation study found that participants derive increasing benefits across the measured dimensions of mental, physical, emotional and spiritual health, and find DUDES a safe environment to connect and share. Indigenous men derive particular benefits from being a part of DUDES, including increased trust in people, social/peer support, and connection to heritage and culture. In 2020, DUDES Club Society was officially established as a Not-for-profit charitable organization under the Societies Act.

JOB DESCRIPTION

The Social Media Specialist position involves coordination, preparation and editing, and communication/distribution of materials for different media in support of the DUDES Club Society's (DCS) social media strategy. The work includes a focus on new content and material creation, for dissemination on DCS social media platforms, and may also include tasks such as adapting and editing existing content for newsletters, brochures, website, advertising, and news releases. Considerable independence of judgement and action is exercised in the creative and editing aspects of the work, with work subject to final review by a supervisor.

SPECIFIC DUTIES / RESPONSIBILITIES

As the holder of the DUDES Club Society Social Media Coordinator position, you will be tasked and expected to perform and fulfill the following duties and responsibilities:

- Coordinate regular content posting onto DCS social media accounts, including but not limited to: DCS Facebook page, DCS Instagram, DC Facebook Group, NexUp Facebook page, NexUp Instagram, and NexUp Snapchat.
- Regularly reaching out to community men and youth groups to promote and highlight men's wellness work being done outside of the Vancouver area.
- Coordinate the process of content posting, including communication with team members regarding specific language, visuals, tags, and partnerships mentioned on all postings.
- Monitoring all DUDES Club social media groups, pages, and hashtags.
- Filing and managing all photos and digital assets
- Connecting with and following other similar groups or organizations on social media



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- Prepare weekly campaign posting strategy and analysis reports on posting behaviors, trends, and emerging phenomena.
- Reporting to the DCS Team any information about external events, potential partnerships, engagements, and opportunities for collaboration.
- Other duties as required upon the request of the employer

EDUCATION AND EXPERIENCE

- Diploma or university degree in communications, journalism or related discipline, plus related experience OR an equivalent combination of training or experience.
- Successful candidates must have knowledge of diverse communities and culture, lived experience.

DESIRED QUALIFICATIONS

- Cultural Knowledge, and ability to work cross-culturally.
- Significant life experience, allowing the candidate to relate to DC participants in some way.
- Related degree, diploma, or equivalent combination of education and experience (Social Work, Community Development, Public Health, Psychology, etc).
- Experience working specifically with men and those who self-identify as men, or openness to working with them.
- Experience working in community, with community members, and towards community-set goals.
- Experience working with funders and partners.
- Experience working with Indigenous communities, organizations, and/or clients.
- Preference may be given to applicants who self-identify as First Nations, Métis, or Inuit with the required combination of education and experience.

APPLICATION REQUIREMENTS

In order to be considered for this position, your application must include:

- A resume is required as part of your application.
- A Cover Letter

Preference may be given to applicants who self-identify as First Nations, Métis or Inuit with the required combination of education and experience.

Please send all inquiries or applications to: Info@dudesclub.ca

The DUDES Club Society acknowledges that we carry out our work on the lands of Indigenous nations throughout colonial British Columbia. Our office is located on the unceded, ancestral, and traditional territory of the xw̱məθkw̱wəy̱m (Musqueam), Sḵwx̱w̱ ú7mesh (Squamish) and Seḻḻw̱ itulh (Tsleil-Waututh) peoples.