



## Social Media Specialist- Posting

We are actively seeking a dynamic Social Media Specialist to contribute to our vibrant work culture and help us achieve our goals. The social media specialist is part of the growing Communication and Marketing Team who work collaboratively to activate our social media strategy, develop social media content with project leads.

Reporting to the Senior Leadership Team, you will join an organization where passion, hard work, and innovation thrive. At the BC Centre for Palliative Care (BCCPC), we cultivate a supportive environment where you'll collaborate with the BCCPC teams to align social media efforts with marketing objectives and strategies.

This is a contract opportunity (remote)— You will engage in a service agreement contract with us for an average of 12 hours per week. Compensation: \$30--\$40 per hour (based on experience) plus applicable taxes.

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### Responsibilities:

- **Social Media Content Creation:** Audience engagement is key! Generate, write, edit, and distribute captivating content across various social media platforms such as X, Facebook, LinkedIn, and Instagram. Develop social content that resonates with our established brand voice, fosters meaningful audience connections, and delivers tangible results. This involves crafting compelling captions and designing on-brand graphics.
- **Social Media Management:** Utilize content management systems like Hootsuite to schedule social media posts effectively.
- **Graphic Design:** Produce compelling, brand-aligned graphics to complement content across multiple social media platforms.
- **Social Media Analytics:** Evaluate and report on the performance of social media campaigns using diverse social media analytics software.
- **Explore Potential New Audiences:** Identify trends and assist in determining potential new audiences. Compile lists of relevant contact information.

### Required Experience & Skills:

- You have a post-secondary degree or certification ideally from a marketing, communications, or related program.
- Minimum of 3 years of experience working in social media support roles.
- You have 1-2 years of experience providing social media support for a healthcare organization or a non-profit.
- You have good understanding and interest in topics related to palliative and end of life care.
- You have a proven track record of creating inclusive and engaging content on diverse social media platforms targeting a diverse audience.



- You have strong written communication and copywriting skills.
- You have good graphic design skills using a platform like Canva or Adobe InDesign.
- You have a good understanding of various social media analytics software, such as Facebook Insights, Google Analytics, and X Analytics to drive engagement and performance.
- You have experience with content management systems like Hootsuite and, ideally, have completed the Hootsuite Academy and other digital marketing courses.
- You want to be part of (and contribute to) a high achieving team and a performance-oriented culture.
- You understand the importance of using good judgement and discretion, and are reliable, independent, resourceful, and a problem solver.
- You have strong attention to details & highly task oriented.

## How to Apply

- Please email your resume and cover letter to [hr@bc-cpc.ca](mailto:hr@bc-cpc.ca)
- In your email, use a clear subject line: "Application for Social Media Specialist - [Your Name]."
- Shortlisted candidates will be contacted for further steps.
- For any questions, feel free to reach out to us at [hr@bc-cpc.ca](mailto:hr@bc-cpc.ca). Looking forward to hearing from you soon!

**Who we are:** BC Centre for Palliative Care is a provincial non-profit organization established and funded by the BC Ministry of Health to accelerate the spread of innovation and best practices in palliative care in British Columbia. We work closely with a wide network of partners including regional health authorities, healthcare providers, community-based organizations, policymakers, researchers and patient partners. Our collective goal is to help British Columbians living with a life-limiting illness to have the best possible quality of life by enabling access to care that addresses their medical and non-medical needs and is aligned with their wishes.

[www.bc-cpc.ca](http://www.bc-cpc.ca)