



Employment opportunity: Social Media Communications Specialist

The Missionary Oblates of Mary Immaculate are currently accepting applications to fill a Social Media Communications Specialist position, focused on delivering increased awareness in support of its mission and ministries.

JOB OVERVIEW

Reporting to a member of the Leadership Team, the role of the Social Media Specialist is to support the mission and ministry of the Oblates and build an informed and engaged range of stakeholders. This will be done by developing and delivering proactive, external digital communications across a range of digital channels in an accessible way. You will advise and lead on best practices in developing digital communications.

MAJOR RESPONSIBILITIES

1. Promote an awareness of the Christian faith and Oblate charism and spirituality.
2. Update, monitor, maintain and generate social media content for platforms such as Facebook, Twitter etc.
3. Work in collaboration with individuals responsible for website content management and development (www.omilacombe.ca).
4. Develop online communication strategies in line with Oblate mission objectives.
5. Liaise with internal stakeholders to align communication strategies.
6. Assist Oblates, through the use of social media, to develop a social consciousness among people.
7. Participate in the development, publishing and distribution of communications material.
8. Participate effectively and promptly in all forms of communication within the Oblate structure.
9. Prepare reports for and attend all appropriate meetings and engage with Oblate and other structures.
10. Keep updated on current issues in spirituality and the Oblate Mission.

11. Prepare an annual budget and maintain accounts for the relevant projects.
12. Perform other duties as requested by the Provincial Communications Committee.
13. Perform duties in a manner consistent with the mission, values, and policies of the Missionary Oblates of Mary Immaculate.

QUALIFICATIONS/ EXPERIENCE

- 3+ years, experience with a passion for social media
- Desirable to hold a degree in either Marketing/Digital Marketing – Communications – Journalism
- Superior oral and written communications skills in English. Knowledge of French would be considered a strong asset.
- Demonstrate a willingness and enthusiasm to uphold the mission and values of the Catholic Church and the Missionary Oblates of Mary Immaculate.
- Ability to work autonomously and independently yet integrate appropriately with other areas of Communications and other groups.

The candidate should have experience in the following areas:

- Keen interest and awareness of social media directions and trends, e.g. platforms and products.
- Brand safety experience and monitoring social media feeds.
- Facebook page management and Messenger experience.
- Create content calendars for social media campaigns.
- Facebook online marketing and using Facebook Ads Manager.
- Experience using content management website programs.
- Understanding principles of SEO (Search Engine Optimisation) and SEM (Search Engine Marketing)
- Evidence of content creation projects such as videos, online blogs etc.
- Familiar with current copyright rules and regulations.

HOURS OF WORK & LOCATION

The standard working week will be 40 hours with a certain amount of flexibility. The work may involve evenings and weekends; working from home may be an option. It is desirable that the successful candidate be close to one of our Oblate Centres (Ottawa, Winnipeg, Saskatoon, Edmonton, Vancouver). Some travel will be required.

HOW TO APPLY

Along with your application, please send us examples of your work or your portfolio and state salary expectations. Submissions no later than October 8, 2021.

Email to the hiring committee: information@omilacombe.ca

OUR OBLATE COMMUNITY

OMI Lacombe Canada is part of the Missionary Oblates of Mary Immaculate founded in 1816 by St. Eugene de Mazenod in Aix en Provence, France. Today, from Ottawa to the west coast and into the far north, the brothers and priests of OMI Lacombe Canada work with our Associates and other partners in various ministries: with Indigenous people, in parish and retreat ministry, in hospital and prison chaplaincies. We live and work in community, from the largest cities to the smallest towns. OMI Lacombe Canada Province is based in Ottawa, ON.