



GCF THE GREAT COMMISSION FOUNDATION

GCF is a team of skilled administrative and accounting personnel providing a framework for ministries and non-profits to operate in good standing with the Canadian Revenue Agency and provides donors convenient ways to give gifts of cash and/or assets to these individuals and organizations. Ministries and projects engage in outreach activities and provide on-site personnel while GCF provides essential administrative and accounting expertise to enable them to do their ministry. It is a team effort working towards a common goal: the advancement of the Christian faith, the relief of poverty, and advancement of education.

Job Title: Social Media Specialist
Location: British Columbia Office, Abbotsford, BC
Reports to: Marketing Team Lead and GCF President

Purpose:

We are looking for a Social Media Specialist who will execute GCF's social media marketing and advertising plan. In collaboration with the Marketing Team Lead, the Social Media Specialist will assist in developing and implementing our social media strategy in order to increase our online presence and improve our marketing and onboarding efforts. This includes identifying and engaging potential agents, developing a strategy for brand awareness and online reputation, and executing the plan by posting the stream of content and monitoring response.

Duties & Responsibilities:

- Develop, implement and manage our social media strategy in collaboration with Marketing Team Lead.
- Define most important social media KPIs
- Oversee social media content posting
- Monitors responses and engages with audience comments
- Collaborate on visual design and web development
- Stay up to date with the latest social media best practices and technologies. Assist in monitoring trends in social media tools, applications, channels, design and strategy.
- Work with Marketing Team Lead to ensure content is informative and appealing with good copy
- Communicate with industry professionals and influencers via social media to create a strong network
- Provide constructive feedback

Requirements & Qualifications:

- Minimum 1 year of experience as a Social Media Specialist or similar role
- Social media strategist using social media for brand awareness and impressions
- Proven creative skills, familiarity with design and publishing
- Administrative skills experience
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, Google and other social media best practices
- Understanding of SEO and web traffic metrics
- Critical thinker and problem solver
- Excellent multitasking skills
- Good time-management skills
- Great interpersonal and communication skills
- Team player
- Post-Secondary in marketing preferred
- Website building knowledge is advantageous but not required (html, java script, css)

Only qualified candidates of interest will be contacted.

Interested individuals should forward a pdf of their resume with cover letter to Alex Campbell: hr@gcfcanda.com