

## SOCIAL MEDIA CONTENT FACILITATOR

TERM: P/T STAFF CONTRACT

Canadian Centre for Civic Media and Arts Development Inc. operates as **VX3 Exchange**. We strive to empower the Canadian Afro-Caribbean community (*and other key demographics*) by way of **producing media and experiential content** that engages with a broader audience. We collaborate with frontline members of the community by way of media and the arts to create experiences that inspire **CULTURE, CREATIVITY** and **CONNECTIVITY** across Canada. Find out more about us at: [www.vx3exchange.com](http://www.vx3exchange.com) – We are home to [VIBE105](http://VIBE105) (105.5FM) Toronto.

We want YOU to join our community!

### JOB DESCRIPTION

As the **Social Media Content Facilitator**, you are responsible for overseeing the steady growth/functionality of the online presence for the brands of **VX3 Exchange (@vx3exchange)** and **VIBE105 (@vibe105to)**. As **Social Media Content Facilitator**, you will work in cooperation with the agency's Lead Strategist and Content Manager (*including various Department leads/volunteers where appropriate*).

Multimedia is a combination of different content forms; audio, photography, animation, video or other interactive mediums. This position will work to create, post and enhance **compelling media assets** for our partnering brand(s). This role is perfect for a creative who can collaboratively leverage multiple technologies based on creative skills to produce assets such as **film/podcast features (A/V)**, **animated motion graphics & promotional trailers**.

Meetings between the Lead Strategist and the **Content Manager** will take place on a regular basis (**remote**).

**\*NOTE: DUE TO ONGOING HEALTH RESTRICTIONS - OPERATIONS WILL SUPPORT A HYBRID OF REMOTE & ON-SITE**

As **Social Media Content Facilitator**, your duties and responsibilities include:

1. To work in tandem with the administration and talent throughout the agency to ensure timely execution of creative new media solutions and accelerate the appreciation of various content experiences.
2. Develop and deliver entry-level training required for skilled contributions throughout the social media department.
3. To coordinate the execution of social media strategies for various departments and brands via VX3.
4. Work in conjunction with department coordinators to plan and execute presentation of brand campaigns for the organization in order to improve audience engagement.
5. Liaise with identified corporate partners, clients, community and service groups to develop resource and in-kind programming exchange partnerships (*collaboratively with department leadership*).
6. Work with the strategic priorities of the organization to assist in the promotion and connection of VIBE105 and VX3 Exchange to corporate clients and local affiliates.

7. Work with volunteer talent ambassadors and department leads to facilitate timely, creative and quality social media campaigns.
8. Oversee regular Media Monitoring of campaigns and content programming to measure on the impact of our brand engagement. Includes reporting and presentations at team meetings
9. To be responsible for communication with department and general talent ambassadors regarding social media experiences that may be impacted by Social Media Campaigns (*as decided*).
10. To attend weekly (*or bi-weekly*) creative strategy meetings with all VIBE105/VX3 staff.
11. To attend select project meetings related to future path of the organization (*as determined*).
12. Complete additional related duties as assigned and/or considered through progress of achieved tasks and review of existing systems throughout the organization.
13. Use acquired skills and awareness of the organization to contribute self-directed solutions to the underlining purpose of the Social Media development goals.

A Social Media Content Facilitator's main responsibility is managing the online representation of the VX3 brand(s) engaging audiences via social networks, such as IG, YouTube, Facebook, LinkedIn, TikTok and website blogs and updates.

They are also in charge of brand messaging and engagement with audiences/customers online. A Social Media Content Facilitator may create and promote the content in conjunction with the Digital Department which will develop the strategy and tactics behind the content. A Social Media Content Facilitator is key to building the brand identity online through content and visuals that are representative of the brand(s) and its products or services.

Applicants should be confident, sociable, reliable, fast-learners, quick thinkers, and a self-starter. If you have these qualities, please email to schedule an interview (via ZOOM).

Contract for P/T hours, Approx. **\$17.50 - \$19 per hour / 12-15hrs p/wk** (*additional hours dependant on projects*)

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*VX3 Exchange (CCCMAD Inc.) is an anti-sexist, anti-racist, anti-homophobic, anti-oppressive employment environment; and is committed to a diverse and equitable workspace. Only candidates selected for an interview will be contacted.*

**Job Contact Information - Send Submissions to:**

Randy Reid, CEO/Lead Strategist

**VX3 Exchange (CCCMAD Inc.)**

c/o York University - The Student Centre, Suite 413  
4700 Keele Street Toronto, ON M3J 1P3

Email: [jobs@vx3exchange.com](mailto:jobs@vx3exchange.com) Fax: (416) 650-8052

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Upon appointment, the role will be required to work flexible hours and complete a determined observation period. If necessary, the candidate will be provided with the necessary trainings during the first two weeks of their appointment. *Note: If identified, these trainings will then be compulsory to undertake. **ONLY CANDIDATES WITH A PREVIOUS EXPERIENCE WILL BE CONSIDERED FOR THIS ROLE.***