

# PSAC 901

**Job Description:** Temporary, Part-time Social Media Coordinator, PSAC 901

**Position Title:** Social Media Coordinator

**Posting Type:** Public

**Position Type:** 12 weeks, part-time (paid bi-weekly at \$400/ bi-weekly period)

**Position Posted:** September 16, 2024

**Application Deadline:** 5:00pm, September 25, 2024

**Starting Date:** October 1, 2024

**Workplace Location:** Remote work/Queen's University, Kingston, Ontario

The Public Service Alliance of Canada (PSAC) Local 901 represents approximately 2,000 academic workers at Queen's University, Kingston, Ontario. PSAC 901 is comprised of two units: Unit 1 (Teaching Assistants, Research Assistants and Teaching Fellows) and Unit 2 (Postdoctoral Scholars). The Unit 2 Collective Agreement expired in June 2023 and we are hiring a part-time, temporary campaign social media organizer during the current negotiations for a new Collective Agreement with the Employer (Queen's University).

This position starts October 1, 2024, and lasts for 12 weeks. The ideal candidate will have excellent social media and design skills, familiarity with social media platforms, and will work closely with the Information Officer and . Prior experience with PSAC 901 or labour organizations is considered an asset.

## **Key initiatives and responsibilities will include and are not limited to:**

- Reporting to the Executive Committee and Information Officer.
- Ultimate responsibility for the creation of content to be posted on PSAC 901's social media channels
- Managing social media and general media relations; this potentially includes posts for Facebook, Instagram, Twitter, and YouTube.
- Designing campaign materials for social media using Canva software and posting on social media accounts
- Scheduling and tracking posts for multiple social channels and campaigns based on a content calendar
- With the Information Officer, establishing and co-chairing a Social Media Working Group of member-volunteers
- Keeping in regular contact with the Unit 1 Mobilization Committee and Bargaining Team (through email, WhatsApp/Signal, or other appropriate means) to coordinate and plan Unit 1 campaign messaging
- Keeping in regular contact with the Vice President Postdoc (through email, WhatsApp/Signal, or other appropriate means) to help coordinate and plan Unit 2 messaging
- Quickly and actively promoting campaign goals, and assisting member participation

- Working flexibly and responsively to emergent campaign needs

**The skills and qualifications for this temporary contract are:**

- Excellent written and oral communication skills, especially on social media
- Strong design skills for social media, with a good understanding of designing for digital accessibility
- Experience with video recording and editing for short videos, plus graphic arts experience, from traditional posters to digital media memes
- Skills to navigate Canva, Sendible, G-Suite/Drive, and Mailchimp newsletter software
- Interest in the labour and student movements in an academic context is preferred
- Ability to accomplish goals with minimal supervision
- TA/RA/TF experience is preferred, but not required

**To apply:**

Please include a one-page cover letter outlining your qualifications, including two references, a current CV (maximum two pages), and examples of your designs/relevant work examples. Email your application as a single .pdf file to [president.psac901@gmail.com](mailto:president.psac901@gmail.com) by 5pm EST on January 17, 2024.

Interviews will be held as soon as possible after the closing date, and conducted over Zoom. For inquiries please contact Jake Morrow, PSAC 901 President, at [president.psac901@gmail.com](mailto:president.psac901@gmail.com)

*PSAC 901 is committed to employment equity and diversity in the workplace. Applications are encouraged from equity-seeking groups, including Women, Indigenous Peoples, Visible Minorities, Persons with Disabilities, and Persons of any sexual orientation or gender identity.*