



HARD FEELINGS MENTAL HEALTH  
hardfeelings.org / @hardfeelingsto

**Position title:** Social Media Coordinator

**Rate:** \$22 hr / 10 hrs per week

**Start date:** ASAP

Hard Feelings is an innovative non-profit organization based in Toronto. We support a community of mental health professionals who offer low-cost counselling and mental health supports. Our shop offers curated products and resources that support stronger mental health.

### **Key Responsibilities**

Working collaboratively with store and counselling staff, you will be tasked with coordinating and overseeing the operations and growth of our social media accounts.

- Develop and facilitate monthly social media plans
- Design and create content (infeed and reels) to promote our brand
- Post and manage content on Instagram, Facebook and LinkedIn
- Engage with existing and new audiences
- Work with Communications Committee to plan and implement social media strategies

### **Qualifications**

- Experience creating social media content for brands
- Experience in Canva, Buffer, Google Suite, Photoshop, and/or Adobe
- Facebook Ad experience an asset
- Interest in and knowledge of mental health books and resources an asset
- Strong written and verbal communication skills
- Understanding of the diversity of communities we serve

**Please Note:** This role requires the successful candidate to be **in-person** in our storefront, located at 353 Church Street. Proof of vaccination (two doses) against COVID-19 is required.

### **APPLICATION PROCESS**

Submit your cover letter and resume to Kate Scowen at [info@hardfeelings.org](mailto:info@hardfeelings.org)

**Deadline** for applications is **February 3, 2023**. Applications will be considered as they are received, until the deadline.

As an employer, Hard Feelings Mental Health is committed to building and sustaining an equitable and inclusive working environment. We encourage and actively seek applications from Indigenous, Black, racialized people, visible minorities, 2SLGBTQIA+ persons, all genders, and persons with disabilities. Requests for accommodation due to disability can be made at any stage in the recruitment process.

We thank all applicants for their interest but only those selected for further consideration will be contacted.

**Please do not call regarding this position.**