



HARD FEELINGS MENTAL HEALTH
hardfeelings.org / @hardfeelingsto

Position title: Social Media Coordinator

Rate: \$25hr / 10hrs 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.

- Assess our existing social media and define a strategy for growth
- Define and build creative assets aligned with our brand
- 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, TikTok, and LinkedIn
- Engage with existing and new audiences

Qualifications

- Experience managing social media accounts for business, especially small business
- A clear understanding of our brand and our mission
- Experience in Canva, Buffer, Google Suite, Photoshop, and/or Adobe
- Strong copywriting, editing, and communication skills
- Ability to take initiative and work independently
- Willingness to collaborate in a team setting
- Facebook Ad experience an asset
- Interest in and knowledge of mental health books and resources an asset
- 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 a resume and cover letter, briefly describing your understanding of our work within the current mental health landscape, to Kate Scowen at kate@hardfeelings.org

Deadline for applications is **May 19, 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.**