



HARD FEELINGS MENTAL HEALTH
hardfeelings.org / @hardfeelingsto

Job Title: Digital Marketing Strategist
Wage: \$24/hour - 35 hours/week - 8 week contract
Location: 353 Church Street, Toronto
Start date: June 2, 2025
End date: July 25, 2025

This position is funded through Canada Summer Jobs. To be eligible, you must be:

- Between the ages of 18 – 30
- A Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

ABOUT US

Hard Feelings is an innovative mental health organization based in Toronto. Our mission is to bring innovation to the mental health sector that reduces barriers and increases access to stronger mental health. We work with mental health professionals, community members, and partners to facilitate the delivery of low-cost counselling, curate mental health resources, and foster conversations that fight stigma.

THE POSITION

In this role, you will assess and revitalize the strategies we use to engage with our community over social media. You will focus on helping us develop methodologies and strategies to build connections in our new location, and beyond. Ultimately, you will provide us with a social media plan to grow and nurture our online community.

Key Responsibilities:

1. Strategy and Research (50%)
 - Review and research the social media landscape, generating insights based on similar stores, organizations, and practice models.
 - Compile a current state analysis report that highlights the key successes and shortcomings with our current social media strategy.

- Create a report that highlights best practices for social media engagement based on research and analytical analysis.

2. Implementation (50%)

- Develop compelling and engaging content concepts to be executed by our team that effectively communicate our mission and initiatives.
- Create and execute a monthly social media strategy to enhance visibility, engagement, and audience growth.
- Develop new methods and strategies to monitor and respond to comments, messages, and inquiries across all social media channels in a timely and professional manner.
- Implement strategies to increase online and in-person engagement through promotions, contests, and interactive campaigns.
- Support the Events Coordinator in promoting and publicizing our mental health pop-up market and other events.
- Assist with other communications projects and initiatives as needed.

Project outcomes:

- A written social media comparative analysis, highlighting our successes, as well as areas to improve based on the competitive landscape.
- A monthly social media plan that includes post types, content suggestions, and ways to further engage with our audience.
- A strategy document, outlining how our small team can more effectively develop and execute the strategies you identify.
- A final report, analyzing the success of the new plan, along with next steps to further improve.

***Please note that creating content for social media is not one of the responsibilities of this role.**

THE CANDIDATE

You are a dynamic individual who likes to build community using social media. You have a deep understanding of what makes social media engaging, powerful, and meaningful for specific audiences and the important role that different members of an organization play within that. You have a strong understanding of our work and commitment to reducing barriers and increasing access to mental health supports through innovation.

Qualifications:

- Proven experience in creating social media strategies for organizations (experience within the nonprofit or mental health sector is considered a plus).
- Strong understanding of social media platforms, trends, and best practices.
- Excellent written and verbal communication skills with a keen eye for detail.
- Ability to think creatively and strategically to develop engaging content and campaign concepts.

- Proficiency in social media management tools and social media analytics.
- Highly organized with the ability to multitask and prioritize tasks effectively.
- Collaborative team player with strong interpersonal skills.
- Passion for mental health advocacy and a commitment to our organization's mission.

Please Note: This is a 35 hour per week role, and requires the successful candidate to be **in-person** in our storefront (located at 353 Church Street) at least 21 hours per week.

APPLICATION PROCESS

Submit a resume and cover letter to Martin Seal at martin@hardfeelings.org

Deadline for applications is May 2nd.

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.

Accessibility: This position may require some moderate lifting.

NOTE: To avoid dual relationships in our community of practice, there are some positions that may not be open to former clients of current counsellors or counsellors on leave. If you have questions about this or whether this applies to you, please reach out to Kate Scowen at kate@hardfeelings.org. If you disclose being a previous client, we will aim to maintain confidentiality and respect for your privacy.

We thank all applicants for their interest but only those selected for further consideration will be contacted. **Please do not call regarding this position.**