



Social Media and Content Creator

Contract, 20 Weeks

Waterloo Region and Guelph, ON

10 hours/week

\$20/hour

The Canadian Arab Women Association (CAWA) is a non-profit organization established with the purpose of connecting, supporting and empowering Canadian Arab women in the Waterloo Region and Guelph in Ontario, Canada. We represent a group of women who self-identify as Arabs and come from diverse backgrounds and experiences, regardless of their religious beliefs, socio-economic status, and educational levels.

CAWA is dedicated to becoming a bridge that connects Arab women and supports them with different resources and programs, so that they can be active members of the Waterloo Region community and in the larger Canadian society. For that, CAWA provides various programs in the fields of health, education, and social support.

As the Social Media and Content Creator you will be responsible for supporting CAWA's day-to-day digital marketing activities and social media presence across a range of channels. You will promote our organization and help us reach a larger community and help support CAWA's fundraising efforts.

The successful applicant will participate in advanced training through a grant program that CAWA has secured.

Educational Requirements:

- Post-secondary degree in Communications, Digital Marketing or a related field, and/or 1 year of experience in Social Media is considered an asset
 - We encourage recent graduates to apply

Skills:

- Fluency in both Arabic and English (written and spoken) is required
- Experience with key social media platforms is required: Facebook, Instagram, WhatsApp
- Up to date on trends in social media and marketing and all applicable technologies
- Understanding of best practices in search engine optimization, social media, and engagement metrics
- Experience developing, executing social media strategies, and reporting on their effectiveness is preferred
- Experience managing social communities is preferred
- Visual design experience – able to create images and present information visually for social media audiences
- Excellent customer service skills
- Able to handle difficult conversations well online



- Excellent copywriting skills
- Comfortable with technology including: The Office Suite, websites, and image editing tools
- A successful Police Check and Vulnerable Sector Check is required
- Ability to travel, and if relevant, possession of a valid driver's license with valid and sufficient insurance coverage

Expectations of all CAWA Employees:

- Represent CAWA well in the community
- Work well with colleagues, the Executive Director and the community in a way that represents CAWA's values
- Look for opportunities to grow community awareness of CAWA and its programs
- Participate in a culture of continuous improvement

Schedule:

- This role requires flexible hours and work in the evenings or weekends to support events and education sessions
- Normally this role works both in office and remote, however during COVID-19 full time remote work may be required

To apply, please send your cover letter and resume to info@cawakw.ca. Please put "**Social Media and Content Creator**" in the subject line. Only candidates selected for an interview will be contacted.

At CAWA we welcome and encourage applications from everyone. Accommodations are available upon request for candidates at every stage of the selection process. If you require accommodation due to a disability throughout the hiring process, please put "**Accommodation**" in the subject line and email info@cawakw.ca or speak to the representative who has reached out to you on CAWA's behalf to schedule an interview.