

<b>POSITION TITLE:</b> Outreach Worker	<b>STATUS:</b> Canada Summer Jobs Student Position – 9 weeks
<b>DEPARTMENT:</b> Employment Services	<b># HOURS / WEEK:</b> 30
<b>REPORTS TO:</b> Senior Manager, Employment Services	<b>Hourly Wage -</b> \$19
<b>POSTING DATE:</b> May 5, 2023	<b>CLOSING DATE:</b> When Filled

**JOB SUMMARY:** The Outreach Worker position will conduct outreach to potential clients, create and upload social media content and other marketing materials to our website and social media sites, and perform related duties.

**DUTIES:**

1. Conduct varied and appropriate outreach to promote the services of the employment services department
2. Work with the Senior Manager, Marketing and other staff to create engaging content for the department’s social media presence, including keeping social media channels updated and brand-focused
3. Seek out new social media avenues and ways of connecting with audiences
4. Assist in updating the digital display unit with Employment related events and information
5. Use analytics tools to gauge the success of campaigns
6. Attend Community, partner and other appropriate events to promote the department and TNG
7. Maintain client confidentiality and adhere to Agency policies and procedures
8. Participate in team and other meetings.
9. Perform other duties, appropriate to the position, as required

**REQUIREMENTS and QUALIFICATIONS:**

- Prior experience creating/working on social media campaigns and website administration
- Education in marketing would be an asset
- Excellent knowledge of social media platforms such as Facebook, Instagram, YouTube, LinkedIn and Twitter
- Knowledge of social media account management tools
- Excellent interpersonal, time management and communication skills with strong analytical skills
- Knowledge and understanding of the communities we serve and how to engage them
- Eagerness to learn about new marketing, social media and outreach innovations and software
- The knowledge and ability to perform varied forms of outreach and to speak in front of groups
- Must be willing and able to work with clients from diverse cultures and backgrounds
- This job includes a combination of remote and onsite work

**In order to apply for this position, you must be 15 to 30 years of age. You must be a Canadian citizen, permanent resident or a person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act and be legally entitled to work in Canada.**

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To apply, submit your application with “**Outreach Worker**” in the subject line of your email to: [summerjobs@tngcs.org](mailto:summerjobs@tngcs.org)