Position Title: Content Creator, MarComm Team
Type: Volunteer from 2 Hours to 4 Hours Per Week
Reporting To: MarComm Manager
Location: Virtual (Zoom) and In-Person Across Peel Region

About pflag Canada | Peel Region Chapter

pflag Canada is a national charitable organization—with at least fifty chapters—founded by parents who needed help learning how to accept and support their 2SLGBTQIA+ children. We are dedicated to support- ing, educating, and advocating for 2SLGBTQIA+ individuals and those who love them!

Our Chapters are operated by groups of dedicated volunteers, and we're open to everybody from the 2SLGBTQIA+ Community, including people of all sexual orientations, sexual identities, gender identities and expressions, families, friends, and allies! We're also proud to offer peer-to-peer support, education, resources, and events.

Position Summary: Content Creator

As a Content Creator, you're part of the MarComm Team! You'll be responsible for boosting the presence of pflag Peel Region through social media and the creation of tangible communications, like print advert- ising. Supplementarily, you will support the chapter's media presence by posting scheduled content with progressive descriptions, and developing digital marketing strategies to further enrich user experiences.

While the MarComm Manager will be providing support, you'll also be supporting other Teams in digitizing or producing the display of distributable materials–including the chapter website. This is a phenomenal opportunity to explore your talents in other areas of the Chapter, and to be in the know of critical 2SLGBTQIA+-based community resources!

Duties and Responsibilities

The duties and responsibilities of the Content Creator are listed below:

- Design engaging social media and tangible content and distributable material through mockups, and innovative and aesthetically-pleasing visual concepts.
- Create riveting social media posts that sustain user engagement through imaginative visual designs and clever descriptions.
- Monitor digital and tangible media content user engagement and sentiments (e.g. likes and comments), and reflect them as positive and constructive feedback.
- Staying updated with alterations to all social media platforms to ensure proficiency in community digital and media engagement.
- Support the development of posting schedules that align with 2SLGBTQIA+-based recognition dates and potential chapter-based events and collaborations.

- Support the strategizing of results-driven digital marketing methods for optimal (2SLGBTQIA+) community engagement and growth that also leverages the digital footprint and visibility of pflag Peel Region.
- Ensure the accuracy of dimensional details and colouration of advertising for printing, production, and distribution.
- Maintain a unified voice for the chapter's brand, name, and logo, across different social media channels and platforms and print advertising.
- Ensure proper and progressive representation of the chapter's brand, name, and logo by ensuring all distributable materials conform to branding guidelines.
- Maximizing the accessibility of digital and tangible media through effective and mindful considerations of user interface (UI) and user experience (UX) implementations.
- Stay updated with industry trends and accessible design; be willing to explore innovation through research and with the Team.
- Effectively communicate, coordinate, and digitize information interdepartmentally.
- Maintain communications with the MarComm Manager regarding status updates, including any and all challenges experienced, deadline revisions, and problems or questions that may arise.
- Liaise with the MarComm Manager to develop MarComm Team-based plans and objectives, including KPIs, S.M.A.R.T. Objectives, and other related short-term and long-term plans.
- Collaborate and information-share with other Teams.
- Any additional duties as voluntarily assigned and accepted.

Qualifications

The qualifications we're searching for in a Content Creator includes:

- At least 1 year of experience in website, UX/UI design, social media coordination, and/or graphic designing.
- Passionate about social media, proficient with major social media platforms, and dedicated to communicative engagements with audience members.
- Robust understanding of colour theory, typography, and layout designs.
- At least 1 year of experience working with vulnerable and intersectional 2SLGBTQIA+ populations, including those identifying as gay, lesbian, transgender, bisexual, two-spirited, etcetera.
- Excellent communication, listening, problem solving, conflict resolution, and presentation skills.
- A creative, innovative, and entrepreneurial thinker.
- Proficient with various digital media and distribution formats (e.g. JPEG or PNG).
- Understands and has demonstrative skills in implementing accessible marketing principles.
- Strong ability to lead, motivate and be self-motivated, and engage volunteer staff members in a safe space environment by demonstrating empathy, understanding, and trust.
- Ability to perform with multiple, concurrent projects and deadlines.
- Able to work independently and collaboratively through productive communication.
- Robust interpersonal skills.
- Working knowledge of digital and print media editing tools (e.g. Adobe or Canva), and Google Workspace, Zoom, and related digital and online communications products.

pflag Peel Region Chapter is an equal opportunity organization, committed to ensuring the workplace is free from discrimination and harassment. We welcome applications from people of all races, gender, identities, gender expressions, sexual orientations and identities, religions, creed, and abilities.

Please note that accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all applicants for their interest in this position. We value the time and effort you have put into applying. Please note that candidates not chosen for this position will be considered for other positions that are available at pflag Peel Region Chapter. Only candidates selected for this position will be contacted via email or phone call. No telephone inquiries, please.

To apply for this position:

If you are interested in applying for this position, please complete and submit the **Volunteer Application Form** on our website at https://pflagpeelregion.ca/volunteer/#volunteer-application. A resume and/or cover letter are welcome (not required) but we encourage you to share any relevant information in the form about yourself that might help support your candidacy for the role.

Thank you for your interest in joining pflag Peel Region!