

## Delta Family Resource Centre Social Media Consultant

Delta Family Resource Centre (Delta Family) is a B3 agency serving the diverse community of Rexdale and the neighborhoods in northwest Toronto and focusing on services to Black communities in the GTA.

Delta Family is seeking an enthusiastic and experienced social media practitioner with a proven track record who will take on social media and website maintenance for the agency. Delta Family currently has about 1700 IG followers, FB, Linked In and YouTube accounts, as well as an active website. This individual will help to develop and implement a social media strategy, resulting in an enhanced profile, increases in website visits, followers and overall engagement of Delta Family's social media community.

### Primary Responsibilities

- Manage and update all social media platforms, including Facebook, Instagram, X (formerly Twitter), LinkedIn, and the Delta Family website.
- Lead the development of a social media strategy
- Implement the SM strategy
- Bi-weekly meetings with the Social Media committee to generate materials for postings
- Gather and post program/event content from staff in a timely manner.
- Attend and create posts on internal and external events organized and attended by Delta Family
- Create innovative and engaging content for the various platforms
- Maintain a library of images from events
- Develop and post engaging content, including videos, pictures, quotations, flyers and hashtags
- At least two unique posts per week per platform (same posting can be used in all platforms)
- Engaging the public so as to significantly increase engagement on social media through likes and views
- Track and analyze metrics from the website and social media accounts to optimize engagement.
- Update the website bi-weekly as needed using WordPress.
- Enhance Delta Family's media analytics and online presence.
- Develop promotional materials and support social media efforts to increase visibility.
- Produce an online newsletter with guidance (monthly or bi-monthly)
- Other related tasks as identified

The consultant will liaise with the Operations Manager and ED and will work collaboratively with the Social Media committee and Delta Family staff.

**Fee: This is a 9-month contract for a fee of \$8,000.**

Forward your cover letter **and résumé quoting Social Media Consultant** by February 17th to:

**E-mail:  [hiring@dfrc.ca](mailto: hiring@dfrc.ca)**