

Canadian Mennonite Magazine
Social Media Curator
(0.2—0.4 FTE)

Job Description

General creativity: *Canadian Mennonite* (CM) seeks to be a workplace of collective creativity. All team members are invited to contribute ideas and input related to existing or potential *Canadian Mennonite* endeavours.

Basic responsibility: To oversee and manage *Canadian Mennonite's* social media engagement in keeping with the mission of CM and in accordance with editorial policies. The work is to be seen as ever evolving. Innovation and experimentation are welcome.

The intent of social media engagement is to:

- engage existing members of the CM print audience in additional ways (providing additional content, opportunities for interaction and opportunities to share CM content with others);
- engage our existing digital-only audience similarly;
- reach out to people within Mennonite Church Canada, and beyond, who are not currently part of our print or digital audience, but may be interested in what we offer; and
- provide an audience for advertisers (this is a secondary, or byproduct, purpose).

Location: The position can be done remotely or from the *Canadian Mennonite* (CM) office in Kitchener, Ontario.

Hours and duration: 0.2-0.4 FTE. Flexible hours although it is best if the person works 1.5 to 2 hours each weekday. This is a one-year term position.

Timing: The desired start date is December 1.

Pay: The salary range for this position, at 0.4FTE, is \$22,000 to \$24,000 annually.

Accountability: The social media curator is responsible to the editor and will work in collaboration with the CM team.

Specific tasks: In collaboration with the team, think about, and experiment with, new ways to engage our existing audience and new audiences online. This includes:

- posting regularly on Facebook, Instagram and other platforms;
- monitoring other social media accounts for relevant information to re-post;
- coordinating or posting occasional commentary by the editor or other CM staff on current events;
- responding to comments and direct messages on social media; and
- assessing online analytics and reporting highlights at editorial meetings or in writing.

Desired Qualifications

Applicants should have knowledge of, and commitment to, the Mennonite faith community and *Canadian Mennonite's* mission. Ideally, they will be active participants in a Mennonite Church Canada congregation.

They should be creative and detail oriented, with strong communication skills.

Past experience with social media management is an asset.

Application deadline: November 15

Send a CV and cover letter to
editor@canadianmennonite.org.