



SOCIAL MEDIA ASSISTANT

Job Description

Term: 11-month term (ASAP – July 31, 2027), renewable dependent on funding

Hours: 3-5 hours/week during the active season or 12-14 hours/month (Hours will vary month to month; compensation is averaged over the term)

Location: Primarily remote; In-person activities (rehearsals & events) based in Winnipeg

Contract Fee: \$4,000 over 11 months, based on an hourly rate of \$25/hour

Rainbow Harmony Project (RHP) is Winnipeg's 2SLGBTQIA+ choral community. We create music together, build meaningful connections, engage our audiences and inspire social change. Our vision is to live in a society where everyone can live as their authentic selves.

Reporting to the Executive Director and working collaboratively with the RHP staff team, board, and volunteers, the **Social Media Assistant** supports RHP's communications and marketing activities. This role focuses on consistent content creation, audience engagement, and supporting the staff team with event and program promotion and documentation. Primary platforms for this position include **Instagram and Facebook**, with occasional content development and maintenance on **YouTube** to support RHP's video-based storytelling and archival needs.

Key Responsibilities

Content Planning & Coordination

- Ensure all content aligns with RHP's mission, values, accessibility standards, and brand identity.
- Maintain a monthly social media content calendar in collaboration with the Executive Director and Communications and Marketing Portfolio.
- Support promotional campaigns for concerts, fundraising events, recruitment, and special projects

Content Creation

- Produce at least one high-quality reel per month featuring rehearsals, performances, or community moments.
- Attend one to two rehearsals (for both choirs) per month to capture photos, videos, and stories.
- Capture content at concerts, retreats, fundraising events, and community activities.
- Create engaging posts and stories to promote events, ticket sales, and organizational initiatives. (1-2 posts/week, at minimum 6/month with at least one being a reel)

Community Engagement

- Monitor and respond to comments, tags, and messages across RHP social media platforms.
- Implement strategies to increase reach, follower growth, and audience engagement.

Collaboration & Administration

- Attend Communications and Marketing Committee meetings as needed.
 - Manage the assigned RHP email address and respond promptly to emails and messages
 - Provide analytic summaries and recommendations.
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Qualifications

- Experience with social media content creation (photo, video, reels).
- Strong writing and communication skills.
- Advanced familiarity with Instagram, Facebook, and YouTube features and trends.
- Ability to work independently and meet deadlines.
- Ability to work collaboratively as part of a team
- Experience working with Google Suite, Canva (Asset: Wix, MailChimp)
- Knowledge of RHP, the 2SLGBTQIA+ community, nonprofits, and/or other arts and choral organizations

Assets

- Post-secondary education considered an asset

Additional Requirements

Contracted RHP staff will be asked to submit a recent provincial child abuse registry check and/or police criminal record check as a condition of employment.

The Social Media Assistant will use their own laptop or personal device for all project work, and should have access to a smartphone or camera capable of capturing high-quality photos and videos, as RHP does not provide equipment for this contract position.

The Social Media Assistant must have access to reliable transportation to attend rehearsals and events held at various locations across the city.