

**Contract Opportunity**  
**Experienced MARKETING & SOCIAL MEDIA OFFICER**

<b>DEADLINE</b>	Submit your <b>resume and cover letter</b> (max 1500 words) to <a href="mailto:camyi@arkcentre.ca">camyi@arkcentre.ca</a> by Friday July 30, 2021 by 11:59 PM (Eastern Standard Time).
<b>Initiative</b>	The Canadian Ark Centre of Excellence is a not-for-profit organization. In partnership with four other community organizations, and financial contribution from Public Safety Canada, it seeks through the Community Action for Muslim Youth Integration initiative (CAMYI) to address the polarized thinking underpinning bigotry, hate, and violence among youth populations, through sharing expert knowledge and lived experience with youth in an interactive setting. This will involve engaging with other community organizations in developing and delivering culturally appropriate programs and services that counter polarized thought. <b>Phase 2</b> will aim to develop a framework that can be shared with agencies and organizations when delivering services and supports to Muslim youth. This will include banding together a group of key Muslim organizations to pilot and inform a community program framework. The framework developed will be shared with identified establishments as a key reference tool when looking into organizational policies and procedures. The framework will aim to share culturally appropriate considerations pertaining to designing and implementing youth-related programs and services.
<b>Work Description</b>	<p>The role of the Marketing/Social Media Manager is to implement marketing strategies to build awareness and generate online traffic, among the targeted audience and in general, including through the CAMYI website and social media platforms.</p> <p>The following are a highlight of the roles / key tasks:</p> <ul style="list-style-type: none"> <li>● Scan daily for news articles that deal with Canada, Muslims, hate, bigotry, extremism, terrorism, politics, laws, legislation, etc. and any topic of related importance to the Canadian muslim community etc.</li> <li>● Copywriting: review project information and produce online content related to project themes</li> <li>● Create regular (daily, weekly) posts that are relevant to the desired topics - Invite influencers to interact with Camyi to generate original content (short videos, posts, blog posts)</li> <li>● Invite experts to interact with CAMYI to generate original content (short videos, blog posts)</li> <li>● Attract additional targeted followers on our social media pages (Facebook, Instagram)</li> <li>● Attend meetings with CAMYI team as needed</li> <li>● Determine ways to reach/engage with our target audiences via online/email, paper, or other marketing strategies.</li> </ul>

	<ul style="list-style-type: none"> <li>● Tag / contact reporters and news agencies to promote CAMYI activities</li> <li>● Research and investigate topics/articles to confirm authenticity and sources before posting</li> <li>● Develop, draft and post online content (posts, images, videos) for all social media platforms (including Instagram, Facebook, Youtube)</li> <li>● Tag stakeholders in online posts and use hashtags to increase reach</li> <li>● Reply and comment as required on online posts of CAMYI and accounts followed by CAMYI.</li> <li>● Coordinate with Technical Manager to post content on relevant platforms / webiste</li> <li>● Comply with media policies related to contribution agreements with the federal government</li> </ul>
<b>Experience</b>	<p>Required</p> <ul style="list-style-type: none"> <li>● Minimum 2 years' experience in marketing or posting social media content</li> <li>● Degree in marketing, communications, business administration or related field.</li> <li>● Significant knowledge in major social media platforms</li> <li>● Significant communication skills both orally and written.</li> <li>● Proficient in English (Arabic as an asset).</li> <li>● Experience in graphic/digital design</li> </ul> <p>Asset</p> <ul style="list-style-type: none"> <li>● Worked with not for profits/charities</li> <li>● Involved in the community work across Ottawa</li> </ul>
<b>Contact</b>	<p>Canadian Ark Centre of Excellence (main site: <a href="http://www.arkcentre.ca">www.arkcentre.ca</a> )  C10- 2295 St-Laurent Blvd  K1G 4Z6  Email: <a href="mailto:camyi@arkcentre.ca">camyi@arkcentre.ca</a>  Website: <a href="http://camyi.ca">camyi.ca</a></p>
<b>Work Location</b>	The work will be completed at the contractor's workplace and at designated locations across the National Capital Region.
<b>Value</b>	The total budget for this contract shall be <b>\$2500.00</b> excluding applicable taxes. Out-of-Region travel associated with this contract is not expected. However, due to the on-going pandemic, any associated out-of-Region travel will be paid by CAMYI.
<b>Duration</b>	Until March 31, 2022.

### Summary of

TASKS	DELIVERABLES	MILESTONES
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Meet in person or via phone with the project authority to establish common understanding of the contract scope and all requirements	Participation in meeting  Refined/clarified scope and requirements	Within 2 days of contract start date
Be available for weekly/bi-weekly check-ins	Participation in check-ins Progress summaries	Ongoing
Draft steps for social media plan	Social media plan	
Participate in meetings / sessions / consultations essential to take videos / pictures	Posters, videos, pictures, marketing clips edited and posted on various social media sites	According to schedule of planned sessions
Scan daily for news articles that deal with Canada, Muslims, hate, bigotry, extremism, terrorism, politics, laws, legislation, etc. and any topic of related importance to the Canadian muslim community etc.	Articles identified with summary of key points  Social media posting content created  Caption drafted, hashtags included, tags identified  Increased followers on our social media pages	On going
Review CAMYI project material from website / youtube and produce online Social Media content	Relevant content identified  Social media posting content created  Caption drafted, hashtags included, tags identified	On going
Invite influencers to interact with CAMYI to generate original content (short videos, posts, blog posts)	CAMYI comments on other related material of influential users	On going
Reply and comment as required on online posts of CAMYI and accounts followed by CAMYI	Concerns, issues, comments addressed	On going

To coordinate tasks across the various project requirements and teams	Workflow maintained, members of the team informed	On-going
Support in planning and coordinating final framework reveal	Drafting of the community-based programming framework and method of reveal	December 2021-January 2022