



Position Title: Social Media Coordinator

Organization: The Pine Project

Location: Remote

Position Type: Part-time (6 month probation period)

Hours per Week: 1 day/week

Compensation: \$18.50-\$22/hour

Reports to: Operations Manager

About the Pine Project

The Pine Project is Ontario's leading nature connection organization! We offer year-round nature connection programs for people of all ages in Toronto and the surrounding area, including Outdoor School, March Break programs, and highly sought-after summer camps. Each year we engage with over 1,500 children, teens, families and adults. Our programs foster confidence, competence, resilience and a deep relationship with nature in a way that is hard to achieve in more conventional learning environments.

By helping children connect to nature and teaching adults to do the same, we inspire children to respect, cherish, and care for the Earth. We are empowering the next generation of environmental stewards, problem solvers and leaders. Check out our website – pineproject.org – for more info.

Position Summary

The Social Media Coordinator is responsible for developing, implementing and monitoring the Pine Project's social media strategy in order to increase brand awareness, program participation, and understanding of the benefits of outdoor education. The Social Media Coordinator reports to the Operations Manager and at times works closely with the Executive Director, Director of Operations, Office Administrator, and program instructors. The Social Media Coordinator embodies respect, gratitude, awareness, life-long learning, and resilience, in alignment with Pine's core values.

Key Position Responsibilities

- Develop and implement the Pine Project's Social Media strategy, including:
 - Review and update the Pine Project's Social Media strategy in accordance with the Pine Project's Strategic Plan, industry best practices, emerging learnings from monitoring and evaluation processes, and direction from the Executive Director.
 - Maintain a social media calendar, including notable external and internal dates, liaising with the Operations Manager, Office Administrator, and other key stakeholders to ensure alignment.
 - On a weekly basis, plan social media content. Share content with an emphasis on created content that highlights the unique contributions of the Pine Project to outdoor education.
 - Coordinate with Pine Project Instructors, Volunteer Coordinator, Director of Operations and Operations Manager to solicit the required content and adapt for use.
 - Oversee, manage, and respond to social media comments and messages in a timely and professional manner.
 - Implement other strategies to maintain the Pine Project's social media presence.
- Monitor the implementation of the Pine Project's Social Media strategy, including:
 - Develop a monitoring system, including indicators that align with the Pine Project's Strategic Plan and methods for collection.
 - Collect and analyze the required data and share with internal stakeholders.
- Plan, deliver and/or support the Pine Project's social media campaigns as required.
- Lead the Pine Project's social media advertising, including:
 - Liaising with Operations Manager to identify advertising needs.
 - Develop advertising strategy/plan and produce required visual collateral for social media advertising.
 - Monitor impact and integrate findings.
- Other duties as required

The duties assigned to you may occasionally change at the sole discretion of the Pine Project.

Qualifications

- Experience developing and implementing social media strategy
- Highly organized and detail-oriented, with a strong ability to multitask
- Excellent knowledge of Facebook, Instagram, and other popular social media platforms
- Strong copywriting skills
- Experience designing and creating visual content
- Demonstrated success in developing and maintaining effective relationships
- Solutions-oriented with the ability to identify and resolve issues, mitigate conflict, and manage risk
- Understanding of the Pine Project's mentoring philosophies, approach, etc.
- Experience implementing organizational policies and protocols
- Identify with the Pine Project's mission, vision and value
- Experience working with a nature connection school is a strong asset

Application Procedure

Please submit a resume and cover letter to work@pineproject.org.

Hiring is on a rolling basis until the position is filled. Please apply as soon as possible.

While we thank all applicants for their interest, only successful candidates will be contacted for an interview. No phone calls please.

The Pine Project is an equal opportunity employer. We are committed to promoting equity and diversity within our workplace and greater community. We work proactively to develop a barrier-free selection process and inclusive work environment where team members feel empowered to express authentic ideas and experiences.

We welcome applications from all qualified applicants with an interest in advancing our mission, vision and values. We especially encourage applications from members of disadvantaged and marginalized groups, including those who identify as Black, Indigenous and People of Colour, persons with disabilities, women and/or LGBTQ2S+. If contacted for a job opportunity, please advise us of any accommodation measures required to enable you to be assessed in a fair and equitable manner. Information received will be addressed in confidence.