

WE MATTER

Job Posting – Multimedia Creator (full or part-time)

Closing Date: February 29th, 2020 at 11:59pm EST

Organization: We Matter

Work Location: Home-based (anywhere in Canada)

BACKGROUND:

We Matter is an Indigenous-led and youth-centered organization and registered charity dedicated to Indigenous youth support, hope and life promotion. Our mission is to communicate to Indigenous youth that they matter, and create spaces of support for those going through a hard time while fostering unity and resiliency.

Our founding project, the *We Matter Campaign*, is a national multi-media campaign in which Indigenous role models and allies from across Canada submit short video, written and artistic messages sharing their own experiences of overcoming hardships, and communicating with Indigenous youth that no matter how hopeless life can feel, there is always a way forward.

We Matter operates nationally in Canada, with a small team spread across British Columbia, Saskatchewan and Ontario. Visit us at www.wemattercampaign.org.

JOB SUMMARY:

Since launching in October 2016, the We Matter Campaign has reached millions of people on social media, with continued social media reach and growth. The Campaign has received widespread support on both a national and community level for approaching Indigenous mental health and life promotion in a unique and extremely accessible way. We Matter's work as an Indigenous-led organization includes sharing messages of hope, culture, and strength; finding innovative ways of creating and distributing messaging into remote and northern areas; building a support network of youth and community leaders; and creating tools and resources on mental health, life promotion, hardship, hope, and healing for Indigenous youth, teachers, and youth support workers.

We believe Indigenous youth are healers and changemakers, and with the right support, capacity, and resources, can be the ones to inspire and uplift other Indigenous youth and their communities. The We Matter Campaign is the central hub of all our work, encompassing social media, We Matter videos, the We Matter website, special video and campaign projects, ongoing video and art submissions, and online outreach and promotion. Working closely with the *Social Media & Outreach Coordinator*, the *Multimedia Creator* will act as the lead support in creating unique custom content for and amplifying the We Matter Campaign through various multimedia.

SCHEDULE "A"

DESCRIPTION OF DUTIES

PRIMARY RESPONSIBILITIES:

Responsibility #1: Create We Matter Campaign, social media & multimedia content:

The Multimedia Creator will be responsible for co-creating multimedia and social media content for the We Matter Campaign:

- Co-design and co-create weekly, monthly and annual social media plans/schedules to promote We Matter's message of hope, culture & strength while actively engaging Indigenous youth, schools and communities
- Co-develop online and social media contests, events, and sub-campaigns to engage Indigenous youth and communities in hope, mental health, life promotion, culture promotion and wellbeing dialogue
- Create and draft unique daily social media posts centered on Indigenous hope, culture & strength
- Research and find appropriate articles, videos, and posts centered on Indigenous hope, culture, strength, mental health, coping and life promotion
- Find unique ways to promote and expand the campaign in both urban and remote areas, and to youth of varying identities
- Coordinate and collaborate with the Social Media & Outreach Coordinator to create social media cards, memes, posts, videos, and graphics
- Assist with the promotion of national programs, opportunities, and social media callouts
- Support with the monitoring and evaluation of online/social media engagement and metrics, including messages, posts, comments, and overall growth
- Film We Matter Campaign videos with various role models and edit incoming video submissions
- Act as lead videographer and photographer at We Matter gatherings and events, create #HopeForum videos, and other project or campaign-related videos
- Support the creation, launch, promo and outreach of sub-campaigns such as the #IndigenousYouthRise portrait series, #HopePact, and #2SpiritWarrior Campaign
- Reach out to local, regional and national role models for the creation of new We Matter videos and art/written submissions

Responsibility #2: Online Communications & Media Management

The Multimedia Creator will be responsible for supporting the management and communications of online media:

- Organize and manage incoming We Matter art, written, and video submissions, including communications with those who submit, tagging videos, compiling quotes and transcribing videos
- Support the We Matter Team with website media management, such as updating website content and uploading media
- Support the Social Media & Outreach Coordinator and We Matter's various partners when it comes to multimedia media-related things
- Safely and securely manage the storage and organization of We Matter media files
- Support the Social Media & Outreach Coordinator in the management and scheduling of We Matter social media feeds including Facebook, Twitter and Instagram

Responsibility #3: Regional & Community Outreach:

The Multimedia Creator will be responsible for supporting, liaising with, and building relationships with schools, centers, and communities within their respective region and beyond:

- Reach out to individuals, communities, organizations, businesses, friendship/youth centers, schools/Universities and build growing list of contacts and connections
- Find unique ways to promote We Matter to individuals, communities, organizations, businesses, friendship/youth centers, schools/Universities in both remote and urban areas
- Collaborate with the rest of the We Matter team when it comes to launch, promo and outreach for the National Ambassadors of Hope Program, National Mini-Grant Program, and We Matter Toolkits & resources
- Connect with and request role models at the local and regional level to gather new We Matter videos and messages
- Liaise with and support youth, groups, schools and gatherings in various regions to create We Matter videos and messages
- Liaise with and support youth, groups, schools and gatherings in various regions to facilitate the #HopePact
- Represent and act as an ambassador of We Matter at events, gatherings and conferences
- Build, engage with, and monitor relationships with followers, youth, local/regional organizations, and communities

MINIMUM QUALIFICATIONS (must have, required):

EDUCATION/TRAINING/CERTIFICATION:

- Certificate, Diploma or Degree from a relevant college or University program

EXPERIENCE:

- Experience managing online platforms, networks and social media
- Experience with videography, photography, graphic design and media-making
- Experience with communications in particular to working with Indigenous youth, communities, and groups
- Experience with youth engagement
- Experience collaborating with various groups and networks
- Experience with administration and media management

SKILLS/KNOWLEDGE:

- Skilled with video editing software (preferably Final Cut or Premiere)
- Knowledge of photo editing software (preferably Photoshop or Canvas)
- Experience working with Microsoft Office applications (Word, Excel, etc.)
- Strong knowledge of website and social media platforms
- Strong grammar and copy-editing skills
- Strong communication and relationship building skills
- Strong knowledge of the historical and present contexts and experiences of First Nations, Métis and Inuit youth and communities in Canada

- Knowledge of We Matter, it's story, and messaging
- General mental health and life promotion literacy
- Knowledge of colonial and trauma-informed work and practice

COMPETENCIES/PERSONAL ATTRIBUTES:

- Strong interpersonal skills with the ability to communicate effectively with various individuals, groups, and organizations
- Ability to relate to Indigenous young people and communities
- Inclusive understanding of ability and gender diverse youth
- Strong knack for youth-oriented and innovative thinking
- Ability to collaborate and engage in a small team environment
- Excellent written communication skills
- Ability to communicate sensitive topics respectfully
- Excellent organizational skills
- Open minded, action and dialogue-oriented
- Ability to travel and adapt to various contexts

DESIRED QUALIFICATIONS (an asset, not required):

- Experience with public speaking, presentation, and facilitation
- Experience with project and set coordination
- Mental Health / Suicide Intervention training

Salary: \$28,000-45,000 depending on part-time or full-time

Employment Start Date: April 1st, 2020

Considerations:

- This position is suited for a self-identified Indigenous (First Nation, Métis, Inuit) young person
- The candidate must be comfortable working independently and remotely from home
- This position can be negotiated as full or part-time and will require flexibility for travel
- The candidate will require access to a laptop/computer with video and media editing software, Microsoft Office, Google Drive, Dropbox, and video conferencing applications
- The successful candidate may require additional training, such as mental health and suicide intervention, trauma-informed practice, and/or workshop facilitation at the expense of the organization

HOW TO APPLY:

If you are interested in applying for this position, please send your resume and cover letter to: tunchai@wemattercampaign.org and include "Multimedia Creator" and your name in the subject line. Please indicate your location of residence and self-identification in the cover letter.

We Matter is an Indigenous and youth-centered organization, working with individuals with a number of sensitive lived experiences. Our recruitment and selection procedures reflect our

commitment to the safety and sensitivity of our messaging and mission. **The successful candidate will be required to provide a satisfactory police record check as a condition of employment.**

Please note that applicants will be required to conduct an interview via video conferencing.

To learn more about who we are and what we do, please visit our website at www.wemattercampaign.org and find us on Facebook at 'We Matter Campaign'.