

Social Media Facilitator Job Description

Title: Responsible to: Supervises: Classification: Status: Working Conditions: Location: Application Deadline:	Social Media Facilitator Communications Lead None Tier 1 - \$21 - \$25 per hour Part-time, 20 hours a week, Permanent Sedentary, Travel to regions with limited amenities Winnipeg-based, Hybrid* 12:00 pm CDT on Tuesday, August 5, 2025
Preference will be given to candidates who are Indigenous (First Nations, Inuit, Metis). Applicants are encouraged to self-identify.	
About Us: <p>Food Matters Manitoba (FMM) is an Indigenous community-led organization that is addressing the multiple root causes of food insecurity in Manitoba through collaboration to co-create systemic change. FMM is guided by the imperative to reclaim, revive, and rebuild Indigenous food sovereignty through re-igniting the inherent Indigenous spiritual, physical, social, ecological, and economic connections to the land. FMM works through building relationships based on mutual respect and trust through such ways as face-to-face conversation, sharing experiences on the land, sharing meals, and connecting through ceremony. FMM focuses on long-term strategies that support and prioritize Indigenous self-determination and control over household and community food systems.</p> <p>The vision and ideas for action come from Indigenous Harvesters and Indigenous Youth Harvesters, and other community partners. The FMM staff team walk alongside these partners to support the successful realization of their food system initiatives. We work to enhance food security through education, training, mentorship, and positive relationships. We prioritize people over projects, mentorship over workshops, and employment over volunteerism – offering both immediate and long-term support to 13 partner communities in Northern Manitoba.</p>	
Role Summary: <p>The Social Media Facilitator role involves creating engaging and informative content for various platforms, under the guidance of the Communication Lead. This role will include creating various social media content (photos, videos, graphics) for social media platforms, analyzing, and monitoring social media metrics, interacting with users, and collaborating with Northern partners, FMM, and various stakeholders, all while adhering to FMM's brand guidelines and optimizing for SEO.</p> <p>The role includes developing and maintaining respectful and collaborative relationships with Indigenous and non-Indigenous partners working towards the realization of Indigenous food sovereignty, and the advancement of reconciliation based on the fundamentals of the Truth and Reconciliation Commission recommendations and the principles of the United Nations Declaration on the Rights of Indigenous Peoples.</p>	
Main Responsibilities: Content Creation and Management: <ul style="list-style-type: none"> Writing articles, blog posts, social media updates, and other content types. 	

- Scheduling and generating social media updates across various channels (Instagram, Facebook, LinkedIn, X, YouTube TikTok).
- Developing engaging and informative photo, video, and infographic content that aligns with brand messaging through storytelling.
- Using graphic design tools (Canva, Adobe) to generate content for website, email marketing, and social media channels. Ensuring content is consistent with FMM's guidelines and standards.
- Monitoring content and tracking with analytic tools (Meta/Instagram Insights, TikTok Analytics, etc.) to measure performance across various channels.

Research and Planning:

- Identifying and researching industry trends and topics to inform content creation.
- Contributing to the development of content calendars and strategies.
- Opportunity to generate social media campaigns based on FMM's work and needs.
- Gathering information for content (social media, articles, The Northern Sun magazine, and website).

SEO Optimization:

- Incorporating relevant keywords and best practices to improve search engine rankings.
- Optimizing content for SEO to increase visibility and reach.

Collaboration and Communication:

- Working with FMM team, Northern partners, marketing teams, designers, and other stakeholders to create and distribute content.
- Participating in brainstorming sessions and meetings to develop new content ideas.

Editing and Proofreading:

- Proofreading and editing content for clarity, grammar, and style.
- Ensuring that all content is accurate and consistent.

Additional Responsibilities:

- Maintain files and records in accordance with Food Matters Manitoba's policies.
- Assist with other projects and tasks, as requested.
- Participate in Food Matters Manitoba staff working groups.
- Participate in Food Matters Manitoba staff meetings.

Core Knowledge, Skills, and Abilities:

- Lived experience with and in Indigenous communities strongly preferred.
- A fundamental understanding of current issues and challenges facing northern Manitoba Indigenous communities.
- Demonstrated ability to build strong interpersonal relationships at all levels of an organization.
- Strong knowledge and a demonstrated commitment to Indigenous rights and food sovereignty.
- Knowledge of Indigenous life ways and worldviews, language, and culture, and history within Canada.
- Strong ability to work collaboratively and respectfully with Indigenous peoples and build relationships with Indigenous communities and organizations
- Committed to Decolonization and Anti-Racism, Diversity, Equity, and Inclusion and working with a diverse Food Matters Manitoba staff team.

- **Social Media Experience:** Familiarity with various social media platforms and their best practices.
- **Social media management and editing tools:** Experience with tools such as (Later, Adobe, Canva, Mailchimp) preferred. Experience with WordPress and graphic design ideal.
- **SEO Knowledge:** Understanding of SEO principles and best practices.
- **Time Management:** Ability to manage deadlines and prioritize tasks.
- **Communication Skills:** Effective communication skills to collaborate with others.
- **Interpersonal skills:** Strong team player, friendly, respectful, and culturally sensitive.
- **Creativity:** Ability to generate new ideas and develop innovative content formats.
- **Adaptability:** Willingness to learn and adapt to changing trends and technologies.
- Professional, punctual, and reliable.

Other Qualifications

- Post-secondary education in media, communications, or a related field or equivalent work experience.
- 1-3 years of experience in social media facilitation, preferably in a community or non-profit context.
- Functional knowledge of an Indigenous language considered an asset.

Working Conditions:

Winnipeg, office-based with opportunities to visit community partners and programs. Must be comfortable working in fast-paced environments and adapting content for diverse audiences.

Equity, Diversity, and Inclusion:

Food Matters Manitoba is committed to equitable, inclusive, accessible, and barrier-free employment practices, and to creating a workplace that reflects and supports the diversity of the communities we serve. We encourage and welcome applications from qualified applicants including Indigenous Peoples, members of racialized groups, women, persons with disabilities, and persons of any sexual orientation or gender identity. Please let us know if you require accommodation and we will work with you to ensure a barrier-free hiring process.

Please note that our offices are currently located in a split-level building with no mobility lift or ramp. Located at 422 Notre Dame Avenue, Winnipeg, MB, R3B 1R1.

For this role, we are looking for a candidate with strong connections to Northern Manitoba Indigenous communities, preference will be given to candidates of Indigenous Ancestry (First Nation, Inuit, or Metis). We encourage all First Nations, Inuit, or Metis peoples to self-identify in their applications.

Application Procedure:

Application Deadline: 12:00 p.m. CDT on Tuesday August 5, 2025

Remuneration: Tier 1 - \$21-25 / hour at 20 hours a week (part-time, permanent).

Expectations: Flexible work environment (hybrid, in person). Expectations of 1 in-person office day a week on Wednesday. Expectation to participate in bi-weekly, in-person staff team meetings at the office on Wednesdays. Expectation to participate in weekly (virtual or in-person) team check ins on Monday morning and check outs on Friday morning.

To apply: Submit your resume, cover letter, and a brief writing sample (e.g., article or blog post you authored), and an example of or link to a social media post you have done by email to info@foodmattersmanitoba.ca with "Social

Media Facilitator Application” in the subject heading. If available, please also include in your application a link to a portfolio of work you have done. Applications will be accepted until the deadline only.

No phone calls, please. We thank all applicants for their interest; however, only those who are selected for an interview will be contacted.

For more information on Food Matters Manitoba visit: <https://foodmattersmanitoba.ca>