



MANITOBA MÉTIS FEDERATION

SOCIAL MEDIA SPECIALIST

April 18, 2024

Posting #24-15-002

The Manitoba Métis Federation (MMF) is the National Government of the Red River Métis - also known as the Manitoba Métis. The Red River Métis are Canada's Negotiating Partners in Confederation and the Founders of the Province of Manitoba.

The MMF seeks to fill **one full-time Social Media Specialist** position within our **Red River Métis Business Development Corporation** located at 200 Main Street in **Winnipeg, MB**. The Social Media Specialist will be responsible for helping grow the RRBDC clients' online presence through social media engagement and improving the experience within our online communities.

Job Duties/Competencies:

- Monitor and coordinate activities on client related social media properties;
- Act as content creation lead regarding new content, video, marketing efforts through social media;
- Develop and execute social campaigns including video content and social advertising in accordance with the marketing calendar;
- Oversee social media account's layout;
- Research, write, and edit articles, news releases, web content, and other promotional materials aimed at various internal and external audiences;
- Curate and develop social media calendars and manage implementation, monitoring and reporting of the social media strategy.

Skills and Qualifications:

- Degree, Diploma or Certificate in marketing, professional writing, creative communications, media production or related field;
- Minimum one year in-field experience;
- Experience in multiple social media platforms and best practices;
- Experience in creating short and long form video content and video editing;
- Experience with Search Engine Optimization (SEO), keyword research and Google Analytics;
- Familiarity with online marketing strategies and marketing channels;
- Strong organization, analytical, time management and planning skills;
- Experience working for a not-for-profit organization and Indigenous community is an asset;
- Knowledge of Métis culture, MMF programs and services is a definite asset; and,
- Ability to travel, valid Manitoba Driver's license with access to a reliable vehicle.

We offer a comprehensive benefits package including; health, dental, vision, pension, and vacation. Access to an on-site fitness facility as well as an in-house restaurant is available.

Please submit your resume and cover letter, referencing the job posting number by Thursday, May 2, 2024.

The MMF requires a satisfactory criminal record check prior to commencement of employment. The MMF will accept existing criminal record checks if dated within 3 months of your start date. Obtaining this document is not a guarantee of employment.

Preference will be given to qualified Métis applicants and they are encouraged to self-identify on their cover letter. The MMF encourages internal applicants to apply for career opportunities within our Government.

MMF Human Resources Department
300-150 Henry Ave
Winnipeg, Manitoba R3B 0J7
Email to: jobs@mmf.mb.ca
Fax to (204) 947-1816

All our job postings can be found at: www.mmf.mb.ca.