



## MANITOBA MÉTIS FEDERATION

### SOCIAL MEDIA SPECIALIST

October 4, 2024

Posting #24-05-004 (REPOSTED)

The Manitoba Métis Federation (MMF) is the democratically elected National Government of the Red River Métis, also known as the Manitoba Métis. The Red River Métis are a distinct Indigenous Nation and People, and 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 **Communications Department** located at 150 Henry Ave in **Winnipeg, MB**. The Social Media Specialist will be responsible for supporting the Content Strategist by helping grow the MMF's social media engagement and improving the online experience within our communities. The salary for this position is in the range of \$50,000 per year.

#### **Job Duties/Competencies:**

- Create social media content for Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube;
- Write and edit captions;
- Build and maintain an up-to-date social media calendar;
- Research on-brand, trending and platform-specific social media content that's engaging for our audiences;
- Monitor and record social media analytics;
- Monitor and answer social media comments and direct messages;
- Support the Content Strategist in overseeing each social media accounts layout;
- Attend events to provide live social media updates, including taking high-quality photos and videos;
- Stay up-to-date on current news.

#### **Skills and Qualifications:**

- Degree in marketing, professional writing, creative communications, media production or related field;
- Minimum one year in-field experience;
- Extensive experience in multiple social media platforms and best practices;
- Experience in photography and content creation;
- 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 Red River 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.

**Please submit your resume and cover letter, referencing the job posting number by Sunday, October 20, 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 Red River 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](mailto:jobs@mmf.mb.ca)  
Fax to (204) 947-1816

All our job postings can be found at: [www.mmf.mb.ca](http://www.mmf.mb.ca).