



Young Adult  
Mental Health  
[stellasplace.ca](http://stellasplace.ca)

# THE FUTURE OF MENTAL HEALTH



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POSITION TITLE: Social Media Assistant

LOCATION: Toronto – in office and temporarily home-based due to COVID-19

APPLICATION CLOSING DATE: June 26, 2022

SALARY RANGE: part time (20 hours/week) at \$22.00/hour

## About Stella's Place

Stella's Place is the place for young adults (age 16-29) with mental health needs in the Greater Toronto Area. We provide free, comprehensive mental health services in a positive, peer engaging, non-residential community setting. These include clinical treatment services, group therapies, peer support and navigation, creative arts, fitness and wellness, as well as our online support app, BeanBagChat.

## What'll Keep You Busy

- Research, copy write & design daily posts on 4 social media platforms
- Design micro sites for third party fundraisers
- Foster growth in our online communities by seeding and participating in online conversations; identify influencers and conduct influencer outreach
- Coordinate Social Media Ambassador program
- Maintain AODA accessibility standards across Stella's Place social media platforms, including but not limited to alternative text and closed captioning
- Prepare and maintain social media calendar
- Track online engagement & conversions by recording monthly analytics
- Monitor and respond to messages & inquiries on all online channels
- Work closely with program teams to design, post and monitor program updates and outreach
- Interact with followers, partner organizations and like-minded profiles to encourage cross promotion
- In-person attendance and real-time posts at events as pandemic restrictions allow
- Attend all required communications & marketing meetings and larger development team meetings as needed
- Other duties as assigned



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## Must Haves

- Adobe Creative Suite skills (InDesign, Photoshop, Illustrator)
- Experience working with Canva
- Communications / copywriting experience (headlines, long form articles, social media posting, blog posts, etc.)
- Excellent written and verbal communication skills
- Understanding of brand identity and effective brand messaging
- Strong interpersonal skills
- Willingness to take initiative and work independently
- Ability to work with tight deadlines
- Strong organizational skills and attention to detail
- Research skills
- Ability to thrive in the Stella's Place environment as expressed in our mission, vision and values

## Nice To Haves

- Knowledge of AODA accessibility standards
- Experience working on Wordpress-based platforms
- Experience shooting and editing video
- Experience working with marginalized populations

## Reporting and Supervision

This position reports to the Creative Marketing Coordinator and works closely with the Communications and the Development Team. Supervision and mentorship will be provided by the coordinator.

## Diversity, equity and accommodation

Stella's Place is committed to having a workforce that is reflective of the diversity of the City of Toronto in general and of our participants in particular. We strongly encourage applications from racialized persons, indigenous persons, persons with disabilities, persons of diverse sexual orientation, gender identity and gender expression and all those who can provide and contribute to diversification of perspective at Stella's Place.

Stella's Place is committed to hiring practices that are inclusive and barrier-free. Stella's Place will provide reasonable and appropriate accommodation during all stages of the hiring process in accordance with the Ontario Human Rights Code in order to ensure the equal and fair



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assessment of all job applicants. Applicants are asked to make any accommodation request in advance.

## Applying:

Interested and qualified candidates are invited to submit their cover letter outlining your interest in working with Stella's Place, how you heard about the position (include specific website or network) along with a detailed CV to [careers@stellasplace.ca](mailto:careers@stellasplace.ca) with subject: Social Media Assistant by June 26, 2022.

We thank all candidates for their interest. We regret that only those selected for an interview will be contacted.