



Title: Social Media Specialist

Location: Windsor, Ontario, Canada

Job Type: Full Time, Temporary

Job Overview:

The Social Media Specialist at Connecting Windsor-Essex (CWE) will play a key role in shaping the organization's digital presence while they develop essential professional skills. This position will involve a mix of creativity, technical expertise, and collaboration to ensure impactful social media strategies. By integrating technical expertise, creativity, and community-oriented initiatives, this role will provide the participant with an enriching experience, equipping them for digital careers of the future.

As part of this role, the Social Media Specialist will gain valuable experience and enhance the following skills: adaptability - navigating unexpected challenges, managing deadlines, and learning to incorporate new tools, such as drone technology and advanced social media analytics and scheduling tools, into workflows; collaboration - partnering with municipalities, public sector organizations, private sector consortium members and CWE's internal teams to execute impactful marketing campaigns and expand the community content bank; communication - strengthening written and verbal communication skills by crafting compelling posts, engaging with online communities, and presenting social media insights during team meetings; creativity and Innovation - exploring cutting-edge approaches and

contributing to resourceful solutions that improve community engagement; digital skills - gaining hands-on experience with social media platforms, content creation tools, analytics software, and design applications such as Canva; problem-solving - addressing challenges in campaign management, troubleshooting technical issues in design and delivery, and using performance metrics to refine strategies; technical skills - utilizing innovative technologies like drones and championing advanced design tools to produce impactful and professional digital content; reading and writing - enhancing writing skills through drafting professional social media content, preparing detailed reports, and conducting research to support informed decision-making.

Key Responsibilities:

- **Develop, create, and publish engaging content:** Publish content across platforms such as X, Instagram, LinkedIn, and others, ensuring alignment with CWE's branding and digital marketing strategies.
- **Design visually appealing graphics, videos and webpages:** Use tools like Canva and WordPress to elevate CWE's online presence and create visually stunning and unique media for CWE's social channels and campaigns.
- **Plan, schedule, and manage daily posts:** Ensure consistent, timely delivery of high-quality content that resonates with the community.
- **Contribute to CWE's community content bank:** Curate a library of social media resources made available to municipalities and other nonprofit organizations in Windsor-Essex to enhance their own outreach efforts.
- **Monitor social media channels to track engagement:** Respond to comments and messages promptly and build positive relationships with followers.

- **Track and analyze social media metric:** Measure the effectiveness of campaigns, prepare comprehensive performance reports, and recommend actionable improvements.
- **Leverage AI tools in a responsible and ethical way:** Optimize content creation workflows while maintaining brand and quality standards.
- **Assist in the creation and execution of social media campaigns:** Integrate innovative strategies to meet CWE's marketing objectives. Promote live and virtual events by capturing and sharing real-time content while enhancing post-event engagement.
- **Provide training and documentation for staff:** Teach other staff members how to manage and update social media content effectively.
- **Uphold CWE's brand voice across all content:** Ensure consistency and professionalism.

Skills:

- **Adaptability:** Ability to navigate unexpected challenges, manage deadlines, and learn to incorporate new tools, such as photography / videography equipment and advanced social media analytics / scheduling tools into workflows.
- **Collaboration:** Partner with municipalities, public sector organizations, private sector consortium members and CWE's internal teams to execute impactful marketing campaigns and expand the community content bank.
- **Communication:** Demonstrate written and verbal communication skills by crafting compelling posts, engaging with online communities, and presenting social media insights during team meetings.
- **Creativity and Innovation:** Explore cutting-edge approaches and contribute to resourceful solutions that improve community engagement.

- **Digital Skills:** Hands-on experience with social media platforms, content creation tools, analytics software, and design applications such as Canva.
- **Problem-Solving:** Address challenges in campaign management, troubleshooting technical issues in design and delivery, and using performance metrics to refine strategies.
- **Technical Skills:** Utilize innovative technologies like AI and championing advanced design tools to produce impactful and professional digital content.
- **Reading and Writing:** Enhance writing skills through drafting professional social media content, preparing detailed reports, and conducting research to support informed decision making.

What We Offer:

- Hourly wage of \$17.60
- Mentoring and leadership through an on-site supervisor
- Regular constructive feedback and career development support within a dynamic environment
- Networking opportunities with leaders in a wide range of organizations
- Opportunities to influence impactful projects in the digital and innovation sectors
- Flexible work arrangements

How to Apply:

Applications must include your full name, phone number, email address and a professional resume. Submissions may optionally include a cover letter and/or a link to professional social media profiles like LinkedIn.

Documents must be submitted by May 1st, 2026. Please send your application directly to operations@cw-e.ca before the due date in order to be considered.