



JOB POSTING #2026-014
Government of Canada Job Bank
Posting Date: April 30, 2026
Posting Closed: May 14, 2026
Salary Range: \$21.46/hour

Opportunity: Canada Summer Job #5379884
Position: Summer Student Social Media Coordinator
Site/Base Location: Women's Health Clinic Graham
Hours: Maximum 35 hours per week till July 24, 2026
Shift: Flexible

WHC promotes personal agency and believes that all people should be empowered to take care of their mental, emotional, sexual, physical and spiritual health and wellbeing. We offer sexual, reproductive, and mental health care and support for people of all genders. Our organizational values guide our work through an anti-racist, anti-oppressive, intersectional, feminist, harm reduction lens.

Our Mission & Vision

Women's Health Clinic offers sexual, reproductive and mental health care and support for people of all genders.

We promote people's agency as we believe that all people should be empowered to take care of their mental, emotional, physical, sexual, and spiritual health and well-being.

Canada Summer Job Program Requirements:

- Be aged between 15 and 30 years old on the start date of the job;
- Have a valid Social Insurance Number (SIN); and
- Be a Canadian citizen, a permanent resident of Canada, or a person who has been granted refugee status in Canada

International students and other temporary residents of Canada are not eligible.

Our Requirements:

The ideal candidate is a self-motivated, organized and detail-oriented individual. The successful candidate will possess excellent analytical, verbal and written communication skills and be able to work to strict deadlines while contributing to a professional working environment.

Candidates must:

- Meet the requirements of Canada Summer Job Program
- Be enrolled in a relevant program
- Provide a Satisfactory Criminal Record check and Child Abuse Registry check

Assets:

- Proficiency in both official languages or other languages
- Knowledge of barriers that affect 2SLGBTQIA+ & BIPOC communities accessing health care
- Commitment to anti-oppressive and anti-racist work practices

APPLICATION PROCESS:

- **Reference Job Posting #2026-014 or Canada Summer Job #5379884 in email subject line**
- Email cover letter & cv (pdf or MS word document) to WHChr@womenshealthclinic.org

Social Media Coordinator Position Description / overview page 2

We thank all applicants for their interest; however, we will only contact candidates we wish to interview.

**We use an inclusive definition of "women" and welcome Two-Spirit, genderqueer, trans and non-binary people to Women's Health Clinic. For more information on our programs and who we serve, visit www.womenshealthclinic.org/whoweserve.*

SOCIAL MEDIA COORDINATOR Position Description / overview

Skills Required:

- Ability to write clear, concise, and engaging caption
- Understanding of visual storytelling
- Ability to repurpose content across multiple platforms
- Basic video editing (Reels/TikTok-style content, trimming clips, adding captions)
- Photography and basic photo editing
- Creativity in translating ideas into social content

Platform Knowledge

- Understanding of Instagram, Facebook, TikTok, LinkedIn best practices
- Knowledge of current social trends, audio trends, and content styles
- Awareness of accessibility standards (alt text, hashtags in sentence case, readable text contrast, captioning videos)

Community Management Skills

- Responding to comments/messages professionally and in WHC's voice
- Knowledge of when to escalate comments or questions to staff
- Ability to monitor conversations in a sensitive, trauma-informed way
- Professional Skills
- Time management and ability to meet deadlines
- Strong communication skills
- Ability to take direction and implement feedback
- Organizational skills (planning content, tracking posts, updating calendars)
- Understanding of confidentiality, privacy, and ethical communication

Strategic Skills

- Understanding of social media metrics and how to track them
- Ability to identify what content performs well (and why)
- Creativity in suggesting new ideas aligned with WHC values

Collaboration Skills

- Working with other staff to gather content (events, programs, photos)
- Comfort giving and receiving constructive feedback
- Ability to align content with WHC's brand, tone, and messaging

Values-Aligned Skills

- Understanding of inclusivity, diverse representation, and anti-oppressive language
- Awareness of how to avoid stigmatizing narratives
- Respect for cultural protocols, identity, and lived experience

EXPECTATIONS (tasks and responsibilities)

Content Creation

- Support the creation of social media content for WHC channels (Instagram, Facebook, LinkedIn).
- Draft captions using WHC's tone and clear-language guidelines.
- Adapt content for various platforms (e.g., 1080×1350 for IG, landscape for Facebook/LinkedIn).
- Help maintain and create a monthly content calendar with upcoming campaigns, events, clinic updates, and awareness days.

SOCIAL MEDIA COORDINATOR Position Description / overview

- Social Media Calendar Year Planning, Scheduling & Publishing
- Schedule posts in WHC's social media management tool (Meta Business Suite)
- Ensure all posts are uploaded with correct alt text, tags, and accessibility considerations.

Community Engagement

- Monitor comments, messages, and engagement on posts, flagging anything sensitive, urgent, or requiring a staff response.
- Identify opportunities to boost partner and community relationships through resharing and tagging relevant accounts.

Campaign Support

- Assist in preparing campaign materials for special events
- Work with the Comms team to gather stories

Research & Trend Monitoring

- Keep up to date with social media trends, accessibility practices, and platform updates.
- Bring forward ideas for new formats (reels, carousels, stories) that align with WHC's values and boundaries.
- Research relevant awareness days or community events for potential content opportunities.

Analytics & Reporting

- Collect monthly analytics, including reach, engagement, follower growth, and top-performing posts.
- Provide simple summaries to support decision-making and strategy adjustments.

Brand & Accessibility Compliance

- Ensure all content follows WHC's brand guidelines, tone, and messaging priorities.
- Apply accessibility best practices (alt text, plain language, image contrast, inclusive language).
- Check that content aligns with WHC's safety, harm reduction, and anti-oppressive frameworks.

General Support

- Attend Communications Team meetings as needed.
- Assist with photo/video shoots (capturing BTS, organizing files, prepping equipment).
- Maintain asset organization (photo libraries, template folders, caption banks).