



Social Media and Events Coordinator FT Job Opportunity

Hospice Simcoe – Seasons Centre is seeking an enthusiastic and highly detail-oriented **Social Media and Events Coordinator** to join our Fund Development team. Hospice Simcoe- Seasons Centre is a charitable organization and a leader in hospice palliative care and bereavement support services. The merger of Hospice Simcoe and Seasons Centre for Grieving Children represents the coming together of two charities that, together, will provide compassionate care for those needing strength and support during some of life's most difficult times.

Responsibilities:

Social Media

- Contribute to the development and execution of social media strategies to increase brand awareness and engagement.
- Develop a schedule and publish content across all organizational social media platforms including Instagram, Facebook, Twitter/X, LinkedIn
- Track and report on social media metrics. Make recommendations to adjust social media strategies accordingly.
- Manage social media accounts by responding to comments and messages and fostering a positive online community.
- Collaborate with cross-functional teams to ensure social media efforts are integrated with other marketing and program area initiatives
- Stay up to date with industry trends and best practices in social media marketing to continuously improve strategies and tactics.
- Stay updated with all new developments within the organization, through interactions with internal teams ensuring brand consistency across all social media channels.

Event Coordination

- Serve as the primary contact for third party event organizers planning to raise funds for Hospice Simcoe – Seasons Centre.
- Offer planning resources including event toolkits, branding guidelines, donation protocols.
- Share third-party events on calendars, newsletters, or social media.
- Provide guidance and resources to third party organizers on finding volunteers, if requested.
- Provide support for Hospice Simcoe-Seasons Centre signature events.
- Support community outreach activities.

Skills and Qualifications

- Bachelor's Degree Communications, Marketing or in a relevant field of study
- Minimum three years' experience in a related role, preferably with a specialization social media
- Strong knowledge of social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) and their respective audiences.
- Proficient in industry standard software such as Canva, Camtasia, Adobe Suite.
- Ability to develop content strategies and create visually appealing content.
- Ability to analyze data, track campaign performance, and make data-driven decisions.



Social Media and Events Coordinator FT Job Opportunity

- Understand search engine optimization principles that help improve content visibility.
- Ability to organize and prioritize workload effectively to meet deadlines and demands in the presence of frequent interruptions.
- Demonstrated excellence in problem solving, organization, multitasking, and time management and troubleshooting.

Working Conditions

37.5 hours per week, Monday- Friday, with flexibility to attend evening and weekend events as needed. Travel to event locations in the Barrie area and Simcoe County region.

Application Deadline

Please submit cover letter and resume **by 12:00 pm Wednesday September 10th, 2025 to**
Connie@hospicesimcoe.ca.

We thank all applicants, however, only those selected for an interview will be contacted.

Hospice Simcoe- Seasons Centre is an equal opportunity employer, dedicated to creating a workplace culture of inclusiveness and welcomes applications from qualified individuals of diverse backgrounds. We are committed to providing barrier-free and accessible employment practices and we will accommodate the needs of applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. If contacted for an employment opportunity, please advise if you require Code-protected accommodation and we will work with you to meet your needs.