



Pawsitive Match Rescue Foundation

SOCIAL MEDIA COORDINATOR

The Role

Location	Remote	Reports To	Communications Director
Weekly Time Commitment	3-5 hrs, variable	Direct Report(s)	N/A

The Social Media Coordinator manages and curates content for Pawsitive Match Rescue Foundation’s social media platforms. This role ensures the smooth execution of social media strategies, fosters collaboration with the Marketing and Communications Teams, and plays a key role in digital engagement. The Social Media Coordinator is responsible for increasing awareness, growing the organization’s online presence, and connecting with the community to support rescued animals.

The Responsibilities

- Schedule and post weekly content, including visuals and engaging captions, on platforms such as Facebook, Instagram, and TikTok.
- Respond to comments and messages to foster a positive online community.
- Collaborate with internal teams to promote events, volunteer opportunities, and campaigns.
- Address sensitive comments and escalate complex issues as needed.
- Analyze social media performance and recommend strategies to improve engagement and reach.



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The Person

- A community member in good standing.
- Excellent communication and creative skills.
- Available to check WhatsApp and social media platforms multiple times a day.

Experience & Qualifications

- Proven experience managing social media accounts for organizations or brands.
- Strong understanding of platforms like Facebook, Instagram, TikTok, and analytics tools such as Meta Business Suite.
- Social Media & Digital Marketing skills is an asset.
- Content Creation (Photo/Video Editing)
- Graphics Creation (Adobe, Canva)
- Professional and Creative Writing Skills and Experience is an asset.
- Public Relations & Community Engagement Skills and Experience is an asset.
- Marketing Skills/Experience is an asset.
- Photography/Videography skills is an asset
- Administrative Skills - Google Workspace