



Content Marketing Manager

ABOUT TREK FOR TEENS

The Trek for Teens Foundation is an entirely youth-led and volunteer-run charity that focuses on raising funds and awareness for youth experiencing homelessness in Canada. We strongly believe in youth helping youth, and therefore our team is primarily made up of post-secondary students and young professionals across multiple cities in Ontario and Quebec. We strive to ensure our team member's personal growth is aligned to their work at the charity, and that they are able to develop professionally through our organization.

DESCRIPTION

The Content Marketing Manager will be responsible for developing and implementing the overall content strategy of the Trek for Teens Foundation based on organizational objectives. Through this position, the candidate will be able to help the greater community by creating a marketing strategy with high-quality and engaging content to raise awareness about youth homelessness.

RESPONSIBILITIES

- Participate in regular meetings with the Director of Brand and Marketing, with the Brand and Marketing team, and attend monthly all-hands meetings (2nd Saturday of the month in the mornings)
- Enhance and implement a comprehensive content marketing strategy aligned with organizational goals
- Collaborate closely with internal teams to deliver consistent promotional content across regions and platforms, including email, social media, newsletters, and the Trek for Teens website
- Oversee a content calendar to ensure timely delivery of materials supporting marketing campaigns and initiatives
- Create and curate engaging content for all social media platforms, including Facebook, Twitter, Instagram, TikTok, and LinkedIn
- Stay current with the latest trends, best practices, and emerging technologies in social media marketing and the nonprofit industry

QUALIFICATIONS

- Dedication to the cause of youth homelessness
- Creative thinker with a keen eye for detail
- Excellent communication, multitasking, and organizational skills
- A pro at writing, editing, and proofreading, especially promotional copy
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media platforms, algorithms, and best practices
- Familiarity with email marketing platforms such as Mailchimp
- Familiar with graphic designs tools like on Canva is a plus
- Experience with social media analytics tools (e.g., Hootsuite, Buffer, Google Analytics)
- Ability to deliver creative content, including text, images, and video

COMMITMENT



We expect a minimum commitment to this position for 1 year. However, our members often choose to remain in their position beyond their expected commitment, or transition to positions beyond their current role.

The expected weekly time commitment is 5-7 hours. This is a fully remote position.

APPLY NOW

Send your **resume, cover letter, and portfolio** to our Assistant Director of Human Resources.

SUBJECT LINE

Application: Content Marketing Manager - Firstname Lastname

EMAIL ad.hr@trekforteens.com

Applications to this position will be considered on a rolling basis. We will be in touch within a few days regarding an interview opportunity.