



SOCIAL MEDIA SUPPORT – Somali Community Vaccine Project

July 12, 2021 - August 27, 2021 (7 weeks)

\$23.28 per hour -15 hours per week

(Internal/External Posting)

Jane/Finch Centre is a community based organization driven by passion, innovation and a strong commitment to social justice, community engagement and collaboration. Our vision is a healthy community – strong, inclusive, socially and politically active through diversity, opportunity and participation.

The Somali Community Vaccine Project is a summer campaign supporting COVID-19 vaccine confidence within the Somali community in Northwest Toronto. In collaboration with Somali community leaders, community organizations and community health centres, the project team will attempt to remove barriers, address concerns and tackle misinformation about the COVID-19 vaccine through information sharing, discussions and various outreach initiatives. The Project was formed as part of the City of Toronto’s Vaccine Community Innovation Challenge.

The Position:

Working collaboratively with the Project Team, the social media support is responsible for assisting with social media and communications supporting the digital outreach plan to promote vaccine confidence within the Somali community in Northwest Toronto. The successful candidate is expected to perform this role remotely.

Key Responsibilities:

- Support the creation of graphics, infographics and web content related to COVID-19 vaccine information and COVID-19 public health measures.
- Support the translation of graphics, infographics and web content related to COVID-19 vaccine information and COVID-19 public health measures in English and Somali.
- Support the strategic communications plans and digital outreach plan by seeking out various online opportunities to disseminate COVID-19 vaccine information to the Somali community in Toronto.
- Educate the community online about the COVID-19 vaccination booking assistance program at JFC.
- Refer community members to appropriate resources and supports within the community.
- Record social media outreach impact throughout the 7 week period.
- Provide input into ongoing project, social media and digital outreach initiatives.

Qualifications & Key Requirements:

- Minimum of one year of work or volunteer experience with social media and/or communications.
- Proficiency in speaking, reading and writing Somali is required.
- Experience working with Canva is an asset.
- Knowledge/familiarity and experience working with the Somali community in Toronto.
- Strong understanding of the specialized needs of the Somali community who may be experiencing challenges related to accessing the COVID-19 vaccine.
- Knowledge of and sensitivity to the life experiences and diverse needs, identities and backgrounds of the Somali community in Toronto.
- Proven commitment to organizational principles of anti-discrimination and anti-oppression
- Ability to work from home effectively and complete tasks in a timely manner.
- Sensitivity to people from different socio-economic backgrounds.

To apply please submit resumes and cover letters as one attachment to
kirstend@janefinchcentre.org

Applications should be received no later than **4:00pm** on **July 5, 2021** and should reference
“Social Media Support - Vaccine Project” in the subject line.

DIVERSITY, EQUITY AND ACCOMMODATION

Jane/Finch Centre is committed to having a workforce that is reflective of the diversity of the Toronto community and of our participants. We strongly encourage applications from: racialized persons, Indigenous persons, persons with disabilities, persons of minority sexual orientation or gender identity, and all those who can provide different perspectives.

Jane/Finch Centre is committed to hiring practices that are inclusive and barrier free and will provide reasonable and appropriate accommodation during all stages of the hiring process in accordance with the Ontario Human Rights Code in order to ensure the equal and fair assessment of all job applicants. Applicants are asked to make any accommodation request in advance.