



ABOUT ETHNIC+ INC.

Ethnic+ is a not-for-profit networking association for the CALD Rainbow community and its allies.

Ethnic+ understands that we are more than just our ethnicity. The purpose of this association is to understand and be understood through providing a safe place for members of the culturally and linguistically diverse (CALD) rainbow community and allies to meet, discuss and support each other through the specific challenges they may face.

POSITION DESCRIPTION

CONTENT & COMMUNICATIONS MANAGER

REPORTS TO Management Committee

HOURS 4 to 8 Hours per Month

DESIRABLE SKILLS

- Familiarity with SEO and Google Analytics
- Knowledge of scheduling tools
- Strong written and verbal communication skills
- Proficiency in Microsoft Office Suite

RESPONSIBILITIES

- Attend and actively participate in Management Committee Meetings.
- Build, implement and manage the Content and Communications Strategy to deliver the organization's mission and vision.
- Manage direct reports (Social Media Coordinator, Design Coordinator and Website Coordinator) to create engaging content to increase visibility of positive LGBTQIA+ experiences in the CALD community.
- Plan, develop and curate the content calendar and content to provide support and resources for friends and family members of individuals who identify as CALD LGBTQIA+.
- Manage and build collaborative partnerships with individuals, influencers, support groups and networks to further expand the organization's reach and platform.
- Prepare, measure, manage and reporting of digital marketing KPIs for social media reach and engagement in alignment with the Content and Communications strategy.