



- POSITION:** Youth Engagement Social Media Content Creator
- SUPERVISOR 1:** Youth Engagement Workforce Development Counsellor
- SUPERVISOR 2:** Counselling Services Manager
- SCHEDULE:** 30 hours per week, 10-12 weeks
- SALARY:** \$20.00 per hour

GENERAL ACCOUNTABILITY:

Under the direction of the Youth Engagement Workforce Development Counselor, Youth Engagement Social Media Content Creator is responsible for assisting to carry out the public relations and communications activities and services for Tewatohnhi'saktha's Workforce Development Team as it related to the youth population. This responsibility includes:

1. Manage a Tewatohnhi'saktha TikTok Account; and Youth Engagement Instagram Account
2. Develop and gather content for the Youth Population as it relates to Tewatohnhi'saktha promotions.

EDUCATION & EXPERIENCE REQUIREMENTS:

Must be a university or CEGEP/College student enrolled in a Communications-related field, Journalism, Digital Media, Marketing, Online content creation or a related field.

OTHER REQUIREMENTS: Valid driver's license and access to a vehicle is an asset but not required.

KNOWLEDGE & SKILL REQUIREMENTS:

- Excellent verbal and written communication skills in English.
- Experience creating public relations/communications documents, publications, presentations, and videos.
- Ability to operate cameras, tablets, audio, and lighting equipment, and edit footage.
- Ability to problem-solve with equipment.

- Concepts of safety practices and procedures when setting up and operating equipment.
- Experience in the maintenance of web sites, intranet, and social network platforms.
- Proficiency in Microsoft Office applications, Adobe Creative Cloud, and multi-media software.
- Knowledge of media production, communication, and dissemination techniques, including alternative ways to inform and entertain via written, oral, and visual media.
- Ability to work independently as well as within a team.
- Interpersonal skills especially with employees, as well as with media providers. • Ability to manage time, set priorities, and meet deadlines.
- Administrative and organizational skills.
- Penchant for detail and thoroughness in completing work tasks.
- Experience planning and managing small projects.
- Good understanding of the policies and procedures relevant to the position, as well as some knowledge of the programs and services of Tewatohnhi'saktha.
- French written and speaking communication skills are an asset.
- Basic conversational Kanien'keha is an asset.
- Willingness to learn Kanien'keha and French.

MAJOR RESPONSIBILITIES:

1. Manage a Youth Engagement TikTok and Instagram Account.

- Considers how target audiences will find, receive, and use information, and selects best format for the message (written, visual, audio, video); identifies dissemination channels, such as social media, community organizations, websites and activities that match the audience.
- Ensures that published information has been proofread, edited, and approved by the supervisor and Marketing Manager and in accordance with communications protocols, policies, and procedures.
- Assists with dissemination of materials to the Social Media Coordinator for Business Facebook and Hootsuite.
- Assists with the promotion of special events, meetings, and activities for the purpose of ensuring these activities are well communicated to the youth through TikTok and Instagram.
- Meets with staff as required to develop specific communications-related work assignments; plans and implements within set timeframes.

- Provide current themes and ideas that would attract and engage youth audiences.
- Attends local events for broadcast and footage capturing.
- Performs other related duties as assigned to ensure efficient and effective functioning of communications and to accomplish the objectives related to public relations and communications in regard to the youth population.

2. Develop and gather content for the Youth Population as it relates to Tewatohnhi'saktha promotions.

- Utilizing design software to produce promotional material and related products that target the youth population.
- Keeping up to date with local Youth Engagement activities and events.
- Attends and provides updates at staff meetings regarding communications projects when necessary.
- Attends special events and community events for photo and video recording; determines and obtains equipment needs.
- Edits and creates videos/TikTok's digitally for a variety of internet uses and formats.
- Assists with developing questions for interview subjects.
- Contribute to the photo and video library for stock footage for promotional material

CONTACTS

Youth Population: to give information and receive feedback on the various products/services offering in Kahnawà:ke via social media.

Community entrepreneurs, members, and organizations: to provide assistance, guidance, and opportunity for the Youth Population.

Staff, General Public & Clients: To persuade others to give time and effort to initiatives that may not coincide with their personal vision or interests.

VISION, MISSION & CORE VALUES:

The Tewatohnhi'saktha Marketing Team and Youth Engagement Social Media Content Creator are responsible for modelling and promoting Tewatohnhi'saktha's vision, mission, and core values.

DECISION AUTHORITY:

1. Makes technical decisions regarding such elements as appropriate lighting, shooting angle and

placement of microphone.

2. Determines which video/audio equipment to use.
3. Decides on the most appropriate method, design, and layout of communications tools; submits drafts and proposals to the supervisor for approval.
4. Determines the layout and format of public relations and communications publications; submits drafts and proposals to the supervisor and Marketing Manager for approval.
6. Determines the target audience, completeness of information and appropriateness of all communication plans and products prior to submitting to the supervisor for approval.

SUPERVISION

Youth Engagement Social Media Content Creator is expected to assist all initiatives with minimal supervision. They will not be responsible for the supervision of any personnel.

WORKING CONDITIONS

30 hours a week maximum in office

To apply:

1. Complete the [KSSEP 2026: Student Application Form](#)
2. Send CV / Resume to wathahine.kirby@kedc.biz