

Social Media Coordinator

Job Title:	Social Media Coordinator
Reports To:	Communications Manager
Location:	300 Milroy Dr., Peterborough, Ontario
Salary:	\$22.00 per hour
Status:	1 year contract (25 hours per week)

“Build” Your Future With Us

Are you a digital storyteller with a flair for visual content, a sharp eye for detail, and an obsession with social media trends? We’re seeking a creative and tech-savvy Social Media Coordinator to lead the charge in growing our online presence, engaging our community, and strengthening our brand.

This role requires someone who thrives on variety and is comfortable working across our main office and all three of our ReStore locations in Lindsay, Lakefield, and North Peterborough. The ideal candidate will have reliable transportation and the flexibility to attend events, capture content onsite, and connect with teams and community members in person.

In this role, you’ll create compelling content across platforms, support fundraising and community engagement initiatives, and collaborate with staff, volunteers, donors, and partners. If you thrive in a fast-paced, mission-driven environment and love turning big ideas into engaging social media moments, we want to hear from you!

Main Responsibilities

- Develop and implement a comprehensive social media strategy aligned with our brand and communications goals.
- Create, schedule, and publish high-quality, engaging content across platforms (Facebook, Instagram, LinkedIn, YouTube, and emerging platforms).
- Capture and edit photos and videos that bring our mission and stories to life – often on location at our ReStores and build sites.
- Monitor platforms for trends, community engagement opportunities, and brand mentions.
- Respond to comments, messages, and inquiries in a timely and brand-consistent manner.
- Identify and engage with online communities, influencers, and partner organizations to expand our reach.
- Ensure all content reflects Habitat’s brand standards, voice, and values.
- Collaborate with fundraising, volunteer, ReStore, and construction teams to support campaigns, events, and storytelling efforts.
- Train and support staff or volunteers who contribute content.
- Track, analyze, and report on performance metrics and insights to improve engagement and reach.
- Use data to inform content decisions and optimize strategy.

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- Perform other duties as assigned.

Qualifications

- Diploma or degree in communications, marketing, digital media, or a related field, or equivalent work experience.
- 2+ years managing social media for a brand, nonprofit, or business.
- Proficiency in content creation tools (Canva, Adobe Creative Suite, CapCut, or similar).
- Excellent writing and editing skills with strong attention to detail.
- Familiarity with social media scheduling and analytics tools (e.g., Meta Business Suite, Hootsuite, Buffer).
- Ability to stay on top of evolving trends and platform algorithms.
- Experience working with diverse groups and a collaborative, can-do attitude.
- Knowledge of Microsoft 365 and data entry an asset.
- Strong organizational and time management skills; able to juggle multiple deadlines.
- Experience in photography and short-form video production (e.g., Reels, TikTok).
- Knowledge of SEO, Google Analytics, or email marketing platforms.
- Previous experience working or volunteering in the nonprofit sector.
- **Reliable transportation is required** to travel between our office and ReStore locations.
- Mission-driven.

To Apply

Please send your resume and cover letter to hr@habitatpkr.ca with the position title and location in the subject line. In your cover letter, please include why you would like to work for Habitat PKR.

We thank all applicants for their interest in Habitat for Humanity Peterborough & Kawartha Region, however, only those selected for an interview will be contacted.