



peers

VICTORIA RESOURCES SOCIETY

Social Media Coordinator

(7 Hours Per Week)

Peers Victoria Resources Society is a grassroots organization that has been providing peer-led support services to people in the sex industry since 1995. Peers carries out a variety of outreach and drop-in programs, as well as wellness workshops, housing support, clinical counselling, health care access support, and social justice leadership concerning sex workers rights. Our work occurs primarily in Victoria, the territory of the Esquimalt and Songhees Nations. We maintain a welcoming environment congruent with our values of providing harm reduction, client-centered services which contribute to social justice and draw on experiential knowledge.

Reporting to the Communications Officer, the **Social Media Coordinator** executes on strategic goals with effective posts, stories and tweets on Facebook, Instagram and Twitter with both planned and organic content. With input from the team, there will be several opportunities for collaboration, but most work will be independent. We are currently active on Facebook and Instagram for organic content. We want to be more active on Twitter. The ideal candidate will craft content that speaks both to the sex worker community and to the greater public and will ensure social media includes content that is:

- Community building
- Educational
- Engaging
- Funny
- Inclusive
- Political
- Leading
- Thought provoking
- Celebratory

Due to COVID-19, few people are working out of the office. Every precaution is being taken as we open up for clients. As such, the bulk of this position is remote.

Specific duties include:



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- Take Strategy + Notes and create a social media calendar
- Oversee most social media content creation and posting
- Manage small social media budget
- Reach sex workers, LGBTQ2SI, and Indigenous populations, resulting in learning contexts that are gender accessible and gender diverse
- Create consistency in the content
- Understand each platform and best practices and also algorithms, shadowbanning, linktree, Instagram highlights, etc.
- Repurpose longer content from FB to Insta
- Repost and build relationships with other local and international organisations
- General creative content design and brainstorming
- Film Peers content for Instagram stories
- Create memes
- Pose questions in the form of polls
- Share positive/useful/hopeful etc. news pieces relevant to your community (but not directly, ie information about government COVID relief for people's whose work was affected)
- Condense written material to be repurposed for social media
- Post social media
- Review and screening comments for bigoted or oppressive language, such as removing racist, anti-Indigenous, transphobic, misogynistic, and anti-sex work harassment on Peers' content
- Promote job postings and Peers' events and projects on social media, including boosting posts on Facebook and reaching desired populations.
- Review analytics and setting goals
- Attending (virtual) a few meetings or training as required
- Create basic graphics (knowledge or appetite to learn Canva)
- Brainstorm ideas with Communications Officer
- Be curious and open to learning
- Speak up when you have any questions and share ideas
- Enjoy a welcoming, inclusive team

Desired Skills and Qualifications:

- Strong social media experience
- Understanding of sex work



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- Strong writing skills required
- Familiarity with the use of demographics in web promotion and media outreach
- Approachable, non-judgmental, empathic
- Knowledge of what harm reduction is
- Ease with computers
- Sex work positive and able to provide safer sex information and supplies
- Collaborative, but able to work independently
- Strong understanding of social media
- Commitment to practices of confidentiality, ethical service delivery, and boundaries in helping relationships
- Punctual, reliable and able to communicate service and advocacy information verbally and in written format
- Understanding of social inequities, human rights, and ability to apply a social justice lens to health and social services, including a commitment to anti-racism, lgbtq2s+ rights, and addressing the ongoing impact of colonization

Job details and Training Requirements:

- Wage is \$25/hour
- 7 hours/week
- Must complete a vulnerable sector criminal record check

If you are interested in this job opportunity, please submit a resume and a cover letter that summarizes your relevant experience and at your earliest convenience to peerscommunications@peers.bc.ca.

Applications from individuals with direct experience in any aspect of the sex industry are especially welcome. We also encourage applications from Indigenous people, persons of colour, disabled people, and people representing diverse genders and sexualities.

Posting closes **July 20th, 2021**. Please be advised that only those who are being interviewed will be contacted. Thank you!