

SOCIAL MEDIA OFFICER CO-OP STUDENT FOR MARKETING & COMMUNICATION

Bedford NS

ABOUT US

The NS College of Medical Laboratory Technologists (NSCMLT) is the regulatory body for medical laboratory technologists in Nova Scotia. The mandate of NSCMLT is to serve and protect the public interest. NSCMLT regulates in the public interest by setting the entry to practice requirements for MLTs (MLTs), ensuring the continued currency of MLTs, and by addressing concerns from members of the public through the complaints and discipline process. Currently, NSCMLT has approximately 755 registered professionals in the fields of medical laboratory technology.

ABOUT THE OPPORTUNITY

Under the general supervision of the NSCMLT staff, you will lead development of a social media communication plan, schedule of posts and content for the College. Key accountabilities include:

- Writing for the external website and social media channels
- Creating a social media planning calendar
- Researching social media best practices and assisting with management of social media presence including, but not limited to, Facebook, LinkedIn, and YouTube
- Completing a review of the organization's website and making recommendations on ways to better engage target audiences
- Identification of appropriate app to support pre population of content for timed release
- Selection of image media
- Developing media analysis reporting

QUALIFICATIONS/EXPERIENCE

- Must have Microsoft Office Skills. Please note the office uses Apple Mac which would be an asset
- Be a current student in a public relations program
- Strong understanding and skills related to social media platforms
- Ability to work effectively with staff and virtually
- Ability to communicate effectively
- Must be beginning or returning to full time studies at a post-secondary institution in fall 2024

COMPETENCIES: Communication, Flexibility, Initiative, Teamwork and Cooperation

WORK STATUS: Seasonal, May - August 2024

HOURS OF WORK: 35hrs/week for 13 weeks

SALARY: \$16.00 per hour plus 4% vacation pay

WORK LOCATION: Split between 380 Bedford Hwy and virtual

CLOSING DATE: Applications will be received up to Midnight on April 19, 2024. Please send resumes to info@nscmlt.org

Please note: We thank all applicants for their interest in this position. Only those applicants selected for interview will be contacted.