



## **JOB DESCRIPTION**

**Position Title:** Social Media Coordinator

**Department:** Digital Operations

**Position FTE:** Full Time

**Location:** Ottawa, Ontario

**Reporting Structure:** Reports to: Director of Digital Operations

### **Summary**

The Social Media Coordinator is responsible for managing and executing the Conservative Party of Canada's social media presence across key platforms. This role focuses on publishing timely, compelling content, supporting digital fundraising and advocacy campaigns, and engaging supporters online. You will work closely with the broader Digital Operations team to amplify campaign messaging, respond to real-time events, and track performance to continually optimize our social strategy.

This position requires strong writing skills, sound political judgment, and the ability to operate in a fast-paced, campaign-style environment.

### **Description of Position's Duties and Responsibilities:**

- Managing day-to-day posting across the Party's social media channels (including but not limited to Facebook, X, Instagram, and YouTube).
- Writing clear, engaging, and on-brand social media copy to support fundraising, advocacy, rapid response, and organizational priorities.
- Scheduling and publishing content using social media management tools.
- Supporting rapid response efforts by identifying timely political moments and assisting with fast-turnaround content.
- Working with designers, video editors, and digital advertising staff to deploy creative assets across platforms.
- Monitoring comments, messages, and engagement, and escalating issues as appropriate.
- Assisting with community management while maintaining tone, message discipline, and brand standards.
- Tracking and reporting on social media performance using platform analytics and internal dashboards.
- Identifying trends, emerging platforms, and best practices in political and digital communications.

- Coordinating with email, fundraising, and advertising teams to ensure consistent messaging across channels.
- Assisting with live coverage of events, announcements, and campaigns when required.
- Helping maintain content calendars and organizing assets for future use.
- Other duties and projects as assigned.

## **Position Requirements:**

### **Education:**

- Post-secondary education in Political Studies, Communications, Marketing, Journalism, or a related field is a strong asset

### **Experience:**

- Previous experience in a political, communications, marketing, or digital media role
- Hands-on experience managing social media accounts for an organization, campaign, or brand
- Familiarity with major social media platforms and their best practices

### **Language Requirements:**

- Proficient English (spoken, written, comprehension) mandatory
- Proficient French (spoken, written, comprehension) an asset

### **Soft skills:**

- Excellent understanding of the Canadian federal political system and the principles, policies and culture of the Conservative Party of Canada.
- Excellent communication (written and verbal) and collaboration skills.
- Ability to be flexible, multitask and learn in a fast-paced environment.
- Self-driven nature with strong attention to detail and follow-through.
- Able to prioritize and self-direct work.
- Able to work under pressure effectively.
- Team player, excellent interpersonal skills: can collaborate with others.
- Strong organizational and problem-solving skills.
- Critical thinking, analysis, and follow-through.
- Ability to work under a deadline.
- Diplomatic, discrete, and trustworthy.
- Experience with Photoshop, Adobe Creative Cloud and similar platforms is an asset.

*The Conservative Fund Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.*

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**Only candidates selected for an interview will be notified. We thank all applicants  
for their interest in working for the Conservative Fund Canada / Conservative  
Party of Canada**