



Website: www.blackphysicians.ca

E-mail: info@blackphysicians.ca

Twitter: [@blackdocscanada](https://twitter.com/blackdocscanada)

Instagram: [@blackphysiciansofcanada](https://www.instagram.com/blackphysiciansofcanada)

Facebook: [@blackphysiciansofcanada](https://www.facebook.com/blackphysiciansofcanada)

LinkedIn: Black Physicians of Canada

Black Physicians of Canada (BPC)

Social Media Coordinator (8 month part-time contract - maternity leave coverage)

About Black Physicians of Canada

Black Physicians of Canada (BPC) is a Black-led, federal registered charity that unites, supports, amplifies and empowers Black physicians, physicians-in-training, and Black communities in what is now known as Canada. By improving opportunities, leadership roles, and influence to support lifelong careers for Black physicians and medical learners, BPC helps Black physicians and physicians-in-training actively combat and reverse intersecting Black health disparities across Canada. BPC runs successful programs and activities that straddle mentorship, education, leadership, medical practice, and medical system advocacy. This work is reflected in our newly launched [2025-2030 Strategic Plan: Recognizing Our Power](#).

Black Physicians of Canada encourages diversity within its community and welcomes applications from 2SLGBTQIA+ persons, persons with disabilities, and others from equity deserving groups who may contribute to the further diversification of ideas.

General Description

We are seeking a creative, collaborative, and experienced social media professional with a passion for telling compelling and impactful stories to manage BPC's social media presence. This is a fully remote position with occasional attendance at in-person events.

The successful candidate will be responsible for the day-to-day management of BPC's social media channels, including developing platform-specific content strategies, creating and publishing engaging content, and fostering meaningful interactions with followers. The role also involves monitoring and analyzing social media performance, measuring the effectiveness of content and campaigns, identifying emerging trends and audience insights, and providing recommendations to optimize engagement and enhance the overall effectiveness of BPC's social media strategy.

JOB DESCRIPTION

- Create and maintain presence on social media platforms
- Manage direct messages through social media channels
- Prepare schedules for the release of pre-planned social media content
- Promote programs and service offerings to internal and/or external contacts
- Research and evaluate emerging social media platforms and partnerships



BLACK PHYSICIANS OF CANADA
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- Analyze data to ensure effectiveness and ongoing ROI for marketing efforts and initiatives
- Track and monitor social media analytics
- Deliver presentations to promote programs, opportunities and/or initiatives
- Produce promotional and outreach materials
- Update content on BPC website

QUALIFICATIONS

- 1 to 3 years of experience managing social media accounts for a business or organization
- Basic graphic design and video editing skills
- Strong organization skills with ability to manage multiple projects at once
- Effective oral and written communication skills
- Strong problem solving and conflict resolution skills
- Ability to work independently and as part of a team
- Ability to work flexible hours
- Strong computer skills and knowledge working with different platforms such as Word, PowerPoint, Excel and Google Drive
- Prior experience using scheduling and analytics tools considered a plus
- Prior experience in videography considered a plus
- Comfortable working in a remote environment

WHAT WE OFFER

- Fully remote working environment. Candidates must be residing in Canada.
- Valuable experience in a growing organization
- Opportunity to work with a collaborative and creative team
- Salary range is \$20 to \$25 per hour based on experience; role would require 5-10 hours per week

Interested candidates should submit a cover letter and resume by Friday, July 31 to Julie Sobowale, Executive Director at info@blackphysicians.ca. BPC is an equal opportunity employer.