

Job Description

Webinar Host & Social Media Content Creator

Updated: May 20th, 2021

Homelessness Services Association of BC (HSABC) is an umbrella organization of shelters, drop-in centres, homeless outreach teams and other service providers addressing the needs of persons experiencing homelessness with the goal to ending homelessness.

HSABC is actively committed to creating an equitable, diverse and inclusive workplace. We strive for a diverse team and foster the inclusion of voices that have been underrepresented and oppressed. We strongly encourage applications from individuals from communities and groups that have historically been disadvantaged and/or marginalized, including First Nations, Inuit and Métis peoples, racialized persons, persons with disabilities, women and gender diverse persons, 2SLGBTQ+ persons, and/or persons with lived or living experience of homelessness, poverty or precarity.

Job Summary

The Webinar Host & Social Media Content Creator, working with guidance from the Executive Director and collaboratively with fellow staff, will primarily be responsible to:

- a) provide training webinars for those who work in shelters, drop-in centres, homeless outreach teams and other service providers addressing the needs of persons experiencing homelessness, and
- b) engage with HSABC's Members and the broader community through various social media channels and other mediums as appropriate.

1. Competencies

The Webinar Host & Social Media Content Creator will possess the ability to work with colleagues, HSABC Members and community partners to develop and host educational webinars and contribute to the implementation of HSABC's communications strategy.

Applicants should be able to demonstrate proficiency in several of the competencies below, with an interest in personal development to acquire the remainder:

- 1.1. Communication – foster open communication, in a style that balances fact and passion.
- 1.2. Creativity – focused on producing highest quality, audience-focused content.
- 1.3. Resourcefulness – adapt to challenges with creative tools; and fostering a network of subject matter experts from whom to seek advice and draw upon as instructors and hosts.
- 1.4. Coaching – through day-to-day interactions with webinar instructors, provide positive and constructive feedback about their performance.
- 1.5. Continuous Improvement – use feedback to identify opportunities for growth and cultivate innovative ideas and approaches.

2. Job Duties

With support, resources and opportunities for growth, the Webinar Host & Social Media Content Creator will:

- 2.1. Assist with the development of training webinars; including analyze offerings, identify potential content and recruit instructors.
- 2.2. Support instructors through effective communications and coaching to ensure they have clear goals and are aware of expectations and help them develop or refine course description and bio, workshop content, handouts and presentation, and participant surveys and evaluation.
- 2.3. Schedule and promote webinars to HSABC Members and the broader community.
- 2.4. Host webinars including territorial acknowledgement, introduce instructor, facilitate dialogue and audience questions, and providing context when appropriate.
- 2.5. Post-webinar activities including conduct positive debrief with instructor; collect and distribute participant survey results; convert, edit and upload video content onto HSABC's website; and convert, edit and upload audio content for podcast use.
- 2.6. Maintain and grow social media channels to promote webinars and other HSABC activities, share sector news and engage with HSABC Members and the broader community.
- 2.7. Administrative and other duties.

3. Candidate Profile

Applicants should be able to draw on their experiences to demonstrate an aptitude for the knowledge, skills and abilities listed below. Candidate are not expected to excel in all aspects of the profile. However, they should be able to show an interest in ongoing learning as a member of the HSABC team to meet the requirements for the position.

- 3.1. Lived expertise of homelessness, poverty and/or precarity is an asset.
- 3.2. There is flexibility regarding education level based on combination of work and lived experience.
- 3.3. Strong familiarity with, and advanced understanding of the landscape of homelessness and homelessness serving organizations and agencies in BC. Prior work or volunteer involvement within the sector is considered an asset.
- 3.4. Familiar with or willingness to learn about the foundations of adult education, with a particular interest in continuously promoting a positive learning environment for everyone.
- 3.5. Skills or aptitude towards video and audio content development software.
- 3.6. Excellent verbal communication skills and capable written competency.
- 3.7. Ability to meet deadlines and develop, implement, and interpret goals and objectives.
- 3.8. Ability to identify issues and implement creative and strategic solutions to overcome problems.

- 3.9. Is a team player, but has the ability to work independently and take initiative.
- 3.10. Expertise with or intuitive use of towards Microsoft Word, Excel, PowerPoint, Outlook, Adobe and Zoom.

4. Work Conditions

- 4.1. Interaction with Members, community partners, government representatives, vendors, outside stakeholders and the general public.
- 4.2. Represent HSABC on appropriate networks, working groups, advisory committees and in research projects.
- 4.3. Operation of desktop/laptop computer and peripherals including video and audio equipment.
- 4.4. Capacity to work from home on an ongoing basis. HSABC can provide support for adapting a workspace and will provide a desktop or laptop computer and peripherals.

Commitment to Equity, Diversity and Inclusion

To address issues of systemic inequity within Canada and specifically within the Canadian labour market, HSABC is committed to achieving a diverse workforce through inclusive HR practices in all aspects of employment including recruitment, hiring and promotions.