Social Media and Content Specialist

Location
BC & Yukon Branch Office, Burnaby, British Columbia (Hybrid)

Position status
Permanent / Full-time, 35 hours per week

Hiring Salary Range
From $ 60,000- $65,000 per year, depending on experience.

Selection Process: Artificial intelligence is not used during the hiring process.

Why Join The Kidney Foundation?

Excellent kidney health, optimal quality of life for those affected by kidney disease, and a cure. This vision drives us to build community connections, fund research and deliver programs and services that make a difference in the lives of those impacted by kidney disease, while engaging them in a community of care and support.

You can make a difference by joining our dynamic and dedicated team at The Kidney Foundation of Canada!

What do we offer?

- A hybrid working environment
- Support for a home office set up and monthly home internet allowance
- 3 weeks annual vacation (6% of earnings)
- 10 Health (sick) days per year
- 15 paid holidays per year
  (these must first be used to satisfy provincial statutory holidays, the balance can be used at the employee's discretion)
- Participation in the Group Insurance Benefits
- Participation in the Group RRSP (employer contribution 5%)
- A full employee assistance program
- A culture that supports continuous learning and development

Posting Date: 2026-11-05

Job Overview:

Reporting to the Manager, Communications, the Social Media and Content Specialist will help deliver key messages and content to drive internal and external awareness of the organization, what we do, and how we help.

As our online media expert, you will have your finger on the pulse about what is happening across digital platforms. Your chief responsibilities will include coordinating online publications, content creation, and social media activity. You will be innovative and passionate in your approach and thrive in a team-based environment.

What You Will Be Doing:

- Develop and execute social media strategies, campaigns, and content calendars, including content creation, design, scheduling, publishing, community management, monitoring conversations, and engaging with digital influencers to scale Branch reach; evaluate results and provide metric reports. Collaborate closely with the National Office to coordinate and amplify social media initiatives.
- Provide communications and marketing support to key events and initiatives including Kidney Gala, Kidney Walk as well as the Kidney Wellness Hub, and other programs as required, ensuring all assets and materials adhere to brand standards.
- Produce high-quality graphics, videos, reels, stories, and written content aligned with brand guidelines.
- Adapt content for different audiences, including donors, patients, care partners, volunteers, healthcare professionals, and partners.
- Act as point person on Branch website requirements and liaise with our National Office on web updates and development.
- Other duties as required.

Qualifications, Skills and Experience Needed:

- Post secondary education in marketing or communications or a combination of equivalent education and experience.
- Excellent written and verbal communications.
- Social media savvy with demonstrated knowledge of social media platforms.
- Experience in content creation with a portfolio of past work.
- Results oriented. A self-starter with strong organization skills and attention to detail.
- Proficiency in Microsoft Office is required, graphic design and knowledge of Mailchimp and Canva.

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- Ability to manage and coordinate independently, while at the same time taking direction as required.
- Excellent interpersonal skills with a collaborative work style.
- A minimum of two years working experience in a communications, marketing or content creation role.

How to apply?

Email your resume and portfolio link to Andrea Rudy, Manager, Communications and Marketing: andrea.rudy@kidney.ca

We wish to thank all applicants for their interest and effort in applying for this position; however, only candidates selected for interviews will be contacted.

This position will remain open until a suitable candidate has been found.

More about The Foundation?

To learn more about The Foundation and explore our vision and mission, please visit our website at kidney.ca

At The Kidney Foundation of Canada, we value diversity, which helps us to understand and meet the needs of the people we serve. We also recognize the important role it plays in fostering creativity and innovation.

The Kidney Foundation of Canada welcomes and encourages applications from people from all walks of life, including diverse gender identities, Indigenous Peoples, visible and ethnic minorities, and people with disabilities. Accommodation is available confidentially upon request for candidates taking part in all aspects of the selection process.

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