



Muslim Children's Aid & Support Services

1855 Lawrence Avenue East
Scarborough, ON. M1R 2Y3.
Telephone: 647-804-1393
Email: execdirector@muslimchildrensaid.com
<https://www.muslimchildrensaid.com>

Registered Charitable Number: 84917 8546 RR0001

CANADA SUMMER JOBS 2022 PROGRAM

Summer Staff Positions: (1)

CONTENT DIRECTOR - ENGLISH

Location: Greater Toronto Area

Term: July 4 – August 29, 2022 (maximum 8 weeks – 35 hours/week)

Application Deadline: Sunday, May 29, 2022

About MCASS

At Muslim Children's Aid and Support Services (MCASS), we have the vision for a just and equitable society with the full participation of Canadian Muslims. Our Mission is to be an overarching child protection and support agency for Muslim individuals and families in the Greater Toronto Area (GTA) by empowering Muslim communities to improve their familial, social and cultural well-being. We envision a healthy, equitable, inclusive and welcoming community that works together to engage with and be a responsive body to our larger community members.

Job Opportunity

MCASS serves a multicultural mosaic of diverse Muslim children, families and communities: diverse in race, culture, ethnicity, age, gender, sexual orientation, and ability. Many of the children and families are marginalized/vulnerable and/or refugees with intersectional barriers and challenges to programs and services due to their lived experiences in their homelands, migration journeys or resettlement in Canada. As Peoples of Colour, any have been subject to racism, discrimination, and Islamophobia. MCASS undertook a total redesign and redevelopment of its website in the first half of 2020. The Content Director will collaborate with the ED, other staff, volunteers, Board, and MCASS partners to develop interesting, engaging, informative, and impactful content in plain language.

Skills & Experience

- Education in Social Work, Social Services, Children & Youth or Immigrant & Settlement programs
- Fluency in English, (both written and oral)
- Experience in content management and writing in plain language
- Experience with HTML an asset
- Experience in working with children and youth and with diverse communities
- Strong technical skills and proficiency with social media
- Strong interpersonal and communication skills
- Experience with community engagement and research an asset
- Strong organizational skills, ability to multi-task and work with competing deadlines
- High motivation, a collaborative approach to work, and a commitment to diversity/inclusion

Duties & Responsibilities

- Develop and implement a content strategy
- Develop relevant and impactful content about programs, services, and special projects•
- Augment content on the website (resources, research, new stories, events, etc.)
- Develop new content using plain language, accessible to all service users
- Interact with the web developer to add the new content to the website
- Make recommendations to changes and improvements in the website to the ED
- Develop documentation to support maintenance of the website
- Keep abreast of the social services landscape relevant to MCASS service users
- Think about user experience and usability, accessibility, writing for the web, and meeting user needs with content
- Review weekly Google Analytics Reports to identify trends
- Recommend changes to boost engagement based on Google Analytics trends
- Enhance the donor's experience working together with the web developer
- Establish one or more new partners to collaborate on content (e.g., CLEO
- Drive reach, reputation and revenue with content

Compensation

\$15.00/hour based on a 35-hour work week for a maximum of 8 weeks.

How to Apply

Please send your resume and cover letter for the **Content Director - English** position via email to Karen Scott, Executive Director at execdirector@muslimchildrensaid.com **by Sunday, May 29, 2022 ET**. Please identify CSJ – Community Services Officer-Social Services the subject of your email.

MCASS is committed to Employment Equity and welcome applications from members of diverse cultural, ethnic, religious, and racialized groups, Indigenous persons, persons with disabilities, persons of diverse sexual orientations and gender identities and others with the skills and knowledge to productively engage with diverse communities.

MCASS thanks all applicants for their interest in these opportunities. However, we regret only the candidates selected for an interview will be contacted. No telephone inquiries please.