

Social Media and Digital Communications Specialist (Bilingual)

Location: This is a remote position; however, candidates must be bilingual (English and French) and a resident of Ontario or Quebec.

Employment type: Fixed-term, part-time position

Term: September 8 to December 18, 2026

Hours: 20 hours per week

Compensation: \$ \$32 CAD per hour

About Us:

The Canadian Center for Women's Empowerment is an Ottawa-based, national not-for-profit organization dedicated to addressing all forms of Economic Abuse and economic injustice.

CCFWE works to remove systemic barriers faced by women experiencing Economic Abuse, through education, community-based research, economic and financial empowerment, policy influencing and system change. Our work applies an equity-lens to policy and is informed by evidence and lived experience of victim-survivors. Our work focuses on Economic Abuse prevention and response through meaningful community engagement. We bring violence and trauma -informed practices to inform policy systems, enabling victims, survivors, and their families to achieve economic empowerment.

Position Summary:

CCFWE is seeking a bilingual Social Media and Digital Communications Specialist to support the Help Us Rise Campaign, Economic Abuse Awareness Day, and related communications activities from September to December 2026.

Working from an established campaign plan and content calendar, the Specialist will manage day-to-day social media activity, coordinate bilingual content, monitor online engagement, and support campaign partners.

The Specialist will also be responsible for translating and adapting campaign materials into French. This includes social media posts, toolkits, graphic copy, e-newsletters, and other communications materials.

The successful candidate will work with CCFWE staff and volunteers to ensure campaign content is accurate, accessible, consistent, and delivered on schedule.

Social Media and Campaign Management

- Schedule and manage posts across all CCFWE social media channels based on the established campaign plan and calendar.
- Monitor engagement, respond to community comments and messages, and foster engagement with CCFWE's online community, particularly during peak campaign periods.
- Support partner engagement on social media, including coordinating shared posts, tagging, and cross-promotion during the Help Us Rise Campaign and Economic Abuse Awareness Day.
- Maintain a consistent posting cadence and ensure content is published on schedule throughout the campaigns.
- Maintain visual, tonal, and messaging consistency across all channels in English and French.
- Escalate sensitive comments, disclosures, complaints, or reputational concerns to the Manager in accordance with CCFWE protocols.

French Translation and Bilingual Content

- Translate campaign content into French, including social media posts, the social media toolkit, graphic copy, e-newsletters, and other communications materials.
- Ensure French-language content reflects CCFWE's tone, terminology, and brand voice rather than relying on literal translation.
- Adapt and format existing campaign materials for English- and French-speaking audiences across different platforms.
- Where capacity allows, create bilingual content and light visual assets to support the campaign calendar.
- Design graphics and, where possible, short videos or animated or interactive content to support campaign posts.
- Collaborate with the team to source appropriate stories, photographs, articles, and other content that supports the campaign plan.

Additional Communications Support

- Support the co-writing, design, and distribution of e-newsletters as needed, including campaign-related editions in English and French.

- Assist with light production support for other external communications materials, such as campaign one-pagers.

Monitoring and Reporting

- Track and report on campaign content performance and engagement trends to the Manager.
- Monitor agreed performance indicators, including reach, engagement, audience growth, and partner participation.
- Identify high-performing content, emerging audience interests, and opportunities to improve campaign engagement.
- Provide brief insights and recommendations to support future campaign communications.

ESSENTIAL QUALIFICATIONS

- Degree, or equivalent professional experience in communications, marketing, digital media, or a related field.
- 3 to 5 years of relevant experience in social media, digital communications, advocacy, policy communications, or nonprofit marketing.
- Professional fluency in written and spoken English and French, including strong French writing, editing, and translation skills.
- Ability to adapt tone, terminology, and messaging for different audiences and platforms.
- Strong written and verbal communication skills, particularly when communicating about women's rights, human rights, economic abuse, gender-based violence, equity, or social justice.
- Hands-on experience using social media scheduling and content-development tools such as Hootsuite and Canva.
- Experience with online community management, partner coordination, and social media analytics.
- Sound judgment and discretion when responding to sensitive online comments, messages, or disclosures.
- Strong organizational skills and the ability to work independently within an established campaign plan and meet deadlines.
- Commitment to social justice, gender equality, and economic empowerment.

ASSETS

- Experience supporting national communications or public-awareness campaigns.

- Experience working in the nonprofit, social-service, advocacy, women's rights, human rights, gender-based violence, equity, or social-justice sectors.
- Experience using email marketing platforms such as Mailchimp or Constant Contact.
- Knowledge of accessible, inclusive, and trauma-informed communication practices.
- Lived or professional experience related to communities affected by economic abuse or systemic barriers. Applicants are not expected to disclose personal experiences.

Diversity Commitment:

CCFWE strives to build a diverse and inclusive team, reflecting the communities we support. We value diverse voices and encourage applications from underrepresented groups. Our recruitment process incorporates these values and is embedded throughout our organization. If you need accommodation during the application and or hiring process, please let us know in advance.

If this opportunity aligns with your interests, and experience, please submit your CV and a cover letter detailing how you meet the essential skills and experiences outlined in this role to hr@ccfwe.org by August 26th.

Please Note:

Only candidates who meet the qualifications and the requirements listed in the job description will be contacted for an interview.