Job Posting: Web & Social Media Assistant

Located on the unceded and unsurrendered territories of the Algonquin Anishnabek of Kitigan Zibi, the Prison Transparency Project (PTP) is a SSHRC funded partnership grant comprised of a collective of scholars, activists, advocates, allies and watchdogs from Canada, Argentina and Spain who are embarking on a seven-year study of prison transparency. We seek a web-savvy assistant to join our team for one semester (winter term: Jan-April 2024) to assist in managing our website and social media accounts. The ideal candidate will have web and social media management experience, interest and conversancy in the work of the Prison Transparency Project, and an interest in learning more about both.

Job Description

Key objective: to assist in sharing information related to the PTP by reaching out across generations through different platforms and going beyond academia to speak to diverse communities; to assist in the updating, growing, and maintenance of the PTP website (Wix platform).

Reporting directly to the Project Manager and the Communications Team of the PTP, the assistant will assist in the overall management of the PTP website and social media accounts. The assistant will use and manage multiple social media accounts to support knowledge mobilization and information dissemination, translating the research findings of the Prison Transparency into informative social media and web content.

Three main areas of focus

1. News about PTP activities

2. Knowledge mobilization (translating academic information) and information sharing

3. Solidarity & activism

Key tasks

- Ensure that content creation and sharing are aligned with PTP objectives, principles, and design guidelines, and are reflective of the public face of the PTP

- Share/post in multiple languages on multiple social media accounts

- Explore and track what gets the hits/shares, strategize to improve engagement

- Liaise with PTP members for information about publications, presentations, events, etc.

- Explore how to repackage existing PTP information to reach diverse audiences (e.g., infographics, videos, gifs, images, memes, etc.)

- Update and maintain the PTP website (Wix platform)

- Assist in developing the website to include new pages, information, features, user engagement, and community platform building

Desired Skills/Experience (some training may be provided, if needed)

- Knowledge of systems of incarceration and detention, and an interest in learning more

- Ability to produce knowledge outputs that reach non-academic audiences

- Experience in web design and content development

- Experience in digital graphic design

- Experience using common photo & design software (Canva, Gimp, Adobe suite, etc. or similar)

- Proven experience in social media management on all major platforms

- Familiarity and experience with social media activism

- Experience with SEO, familiarity with the ideas of UX/UI, online accessibility

- Some familiarity with HTML/CSS an asset

- Strong writing skills

- Strong time-management skills, ability to work independently

- Fluent in English (required), fluent in French (preferred), knowledge of Spanish an asset.

Hours & Compensation

Work hours will be largely flexible and primarily self-directed, within the deadlines and deliverables established by the Project Manager. 5 hours/week to start, with the possibility of increasing if desired by all. $30/hour.

Application Process

The PTP is a diverse an inclusive community and we warmly welcome applications from folx who identify as racialized, Indigenous, LGBTQIA+, disabled, criminalized, and / or come from socially or economically precarious backgrounds.

Please submit a letter of interest and a CV to ptp@carleton.ca by Dec. 15, 2023.