

Role: Digital Marketing Coordinator

Posting #: CSJ-2026-02

Job Type: Seasonal (8 weeks), Summer Job

Conditions: 35 hours/week; \$20.00/hour

Posting Date: May 5, 2026

Closing Date: May 17, 2026

Anticipated Start Date: June 15, 2026

ROLE OVERVIEW:

We are looking for a creative, digitally savvy, and organized individual to join the SBE team this summer as our Digital Marketing Coordinator. This is a hands-on role that blends content creation, community engagement, and digital communications. You will help us grow SBE's online presence, support our road safety campaigns, and capture real moments in the field, giving you meaningful, portfolio-worthy experience in non-profit communications, social media management, and community outreach.

This role is ideal for students studying communications, marketing, public relations, digital media, or a related field who want to make a tangible difference while building transferable professional skills.

KEY RESPONSIBILITIES:

1. Content Creation & Social Media

- Create and schedule social media posts, short videos, and simple graphics to support SBE programs and safety campaigns
- Maintain a weekly content calendar to help organize posts and outreach activities
- Attend SBE presentations and community events to capture photos, short videos, and content for use across social media and digital platforms
- Create simple templates, checklists, and digital files to support future communications

2. Website & Digital Support

- Update basic website content so program information and resources stay current
- Assist with basic website optimization (e.g., SEO improvements) to enhance visibility and reach of safety content
- Track basic analytics from social media and the website and share observations about what is performing well

3. Communications & Administrative Support

- Help draft newsletters, partner updates, and thank-you messages
- Assist with community engagement activities, including preparing materials and supporting volunteers at events
- Keep digital contact lists organized and up to date
- Provide general administrative support for communications, events, and program tasks

QUALIFICATIONS & SKILLS:

The ideal candidate will bring:

Required

- Strong written and verbal communication skills with an eye for engaging content
- Comfortable working with social media platforms including Instagram, Facebook, and LinkedIn
- Basic graphic design or video editing ability (e.g., Canva, CapCut, or similar tools)
- Excellent organizational and time-management abilities
- Ability to work independently and as part of a small team
- Proficiency with Microsoft Office or Google Workspace
- Access to reliable transportation to attend community events, presentations, and outreach activities as required

Assets (Nice to Have)

- Experience managing social media accounts for an organization or cause
- Familiarity with basic website platforms such as WIX or similar CMS
- Understanding of SEO basics and digital analytics tools (e.g., Google Analytics)
- Experience with photography or videography
- Familiarity with nonprofit or community-based communications

WORKING CONDITIONS:

- Hybrid work arrangement — a mix of remote work and in-person work based in St. Albert, AB
- 35 hours per week over an 8-week term
- Attendance at community events and SBE presentations required on an occasional basis
- Supportive, mission-driven team environment
- A satisfactory Criminal Record Check is required prior to the start of employment

CANADA SUMMER JOBS ELIGIBILITY REQUIREMENTS:

This position is funded through the Canada Summer Jobs program. To be eligible, applicants must:

- Be between 15 and 30 years of age at the start of employment
- Be a Canadian citizen, permanent resident, or person to whom refugee status has been conferred under the Immigration and Refugee Protection Act for the duration of the employment.
- Have a valid Social Insurance Number (SIN) at the start of employment and be legally entitled to work in Canada per relevant provincial or territorial legislation and regulations.

Note: International students, temporary residents or work permit holders are not eligible to apply or participate in this program.

HOW TO APPLY:

We would love to hear from you! Please email your cover letter, resume, and two references to **Brenda McGaw, Executive Director** at info@slbutterflyeffect.org. Please include **Posting #CSJ-2026-02** in the subject line.

Deadline: May 17, 2026

Please note that interviews are conducted via video conference. Selected candidates will be provided with a link and instructions upon being invited to interview.

ABOUT SHEA-LYNN'S BUTTERFLY EFFECT

Shea-Lynn's Butterfly Effect (SBE) is a St. Albert-based charity dedicated to increasing seat belt compliance and promoting road safety education. Everything we do honours the belief that one small action, like buckling up, can have a profound ripple effect on lives, families, and communities. We work with youth, schools, and partners to build the next generation of safe road users.

This position is part of an exciting phase of SBE's growth as we redevelop and expand our youth road safety education programs. Your work will directly shape real resources used by students and educators across our region.

This position is funded by the Government of Canada through the Canada Summer Jobs program.

We thank all applicants for their interest. Only candidates selected for an interview will be contacted.