

**Job Title:** Content Strategist

**Job Description:**

Their Opportunity, a children's charity dedicated to providing access to sports programs for underserved youth, is seeking a detail-oriented and organized student to join our team as a Content Strategist. This position requires creating engaging and informative content across various platforms to raise awareness, promote initiatives, drive community involvement and developing and implementing a comprehensive content plan that aligns with the organization's mission and goals. The strategist will collaborate with team members to ensure consistency in messaging and branding while analyzing audience engagement metrics to refine strategies and enhance outreach efforts.

**Responsibilities:**

- Create and implement content strategies that align with organizational goals
- Oversee Their Opportunity social media platforms, including Facebook, LinkedIn, Instagram, YouTube, etc.
- Attend all Their Opportunity events, ensuring that content (photography, video) is captured and shared to appropriate audiences and networks
- Engage with local and organizational partners on collaborative media and messaging
- Researching and staying up to date on the latest developments in terms of search engine optimization, content trends and consumer behavior
- Ensure consistency across all media platforms, from websites to social media channels and videos

**Requirements:**

- Meet the eligibility criteria outlined on the Canada Summer Jobs website (refer to: [link: <https://www.canada.ca/en/employment-social-development/services/funding/canada-summer-jobs/who-can-apply.html>])
- Possess excellent organizational and time management skills.
- Have a genuine passion for sports and a basic understanding of various sports activities
- Workwell both independently and collaboratively as part of a team.
- Reliable and punctual, with a strong commitment to meeting deadlines.
- Previous work experience in photography/video production.
- Organizational skills to balance multiple projects at one time.
- Experience creating, editing and sharing content and media





## Terms of Employment:

**Position:** Content Strategist

**Employment Type:** Contract (Canada Summer Jobs Program)

**Duration:** 8 weeks, from June 2nd to August 1st, 2025

**Hours:** 35 hours per week

**Compensation:** \$17.20 Hourly

## About Their Opportunity:

Their Opportunity is a national registered children's charity that has the vision to educate, uplift & support children to overcome barriers through the strength of sport & generosity. Since inception, we have helped provide opportunities for over 70,000 children & affected thousands more through our Giveback Program; translating to over 1.1million hours of sport & recreation and hours of community service and engagement.

Their Opportunity hosts a unique Giveback Program where children who receive subsidies or participate in one of our core programs are asked to "pay it forward" within their community through volunteerism. We believe in creating a cycle of generosity, where active youth are empowered to give back to help build healthier communities.

To apply for this position, please submit your resume by email to Matthew Cronin at [Matthew@theiropportunity.com](mailto:Matthew@theiropportunity.com), with "Content Strategist" in the subject line.

## Contact Information:

Matthew Cronin, Director of National Programs and Communications

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