



Social Media & Communications Coordinator

Job Announcement

Job title: Social Media & Communications Coordinator

Location: Remote

About City Cancer Challenge

City Cancer Challenge Foundation (C/Can) supports cities around the world as they work to improve access to equitable, quality cancer care.

The approach is built on the core principle that cities can drive impact at national level by crafting data-driven solutions with the support of a network of global, regional, and local partners that reflect an understanding of the unique local context.

C/Can was launched by the Union for International Cancer Control (UICC) at the 2017 World Economic Forum Annual Meeting in Davos. It was established as a standalone Swiss Foundation in January 2019, and is now active in 11 cities around the world.

Summary of Position

Are you an experienced communications professional with a background that includes social media management and digital communications? Would you like to help build a future where quality cancer care is accessible to all?

If you are creative, confident, and self-motivated, this is a great opportunity to make the role your own! Come join our Communications team, where your actions will have a direct impact on millions of people!

The ideal candidate is someone who is eager to find compelling, non-traditional ways to tell the stories of our cities through social media channels, with a goal of inspiring and engaging key audiences including prospective and current cities, partners, donors, news media, and others.

This position is a combination of storytelling/content creation with an emphasis on photography/videography for social media channels and social media management.



We are looking for a creative thinker/planner who is not afraid to suggest out-of-the-box ideas.

You will need to be flexible and reactive to last minute requests, as well as managing longer term deadlines. This person will be able to work remotely with travel as required.

Key Responsibilities

The Social Media & Communications Coordinator responsibilities will include, but not be limited to the following:

- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Instagram and YouTube, adapting content to suit different channels.
- Create, edit, and publish content to C/Can's social media accounts.
- Maintain unified brand voice across social media channels.
- Work collaboratively with team members to develop social media messaging that align with the goals and to increase the number of followers and engagement.
- Maintain C/Can's social media content calendar and schedule/track posts using tools such as Sprout Social.
- Monitor social media conversations to provide timely responses and/or to alert colleagues of issues requiring immediate attention.
- Evaluate the effectiveness of content posted on social media pages and will run, manage, track, and have administrative oversight of the social media accounts.
- Review and analyse monthly and annual social media reports and make recommendations.
- Provide live, on-site coverage on social media channels for key C/Can's events.
- Together with the Communications and Engagement Manager create engaging and unique social campaigns that align with business goals and drive engagement from our cities.
- Work closely with the Communications and Partnership teams on integrated proposals to develop strategic responses to partners' briefs, outlining the key role of content (organic and paid) in the stakeholder journey.
- Keep abreast of the latest social media technologies, platform changes, and trends and advise ways to evolve our strategies accordingly.
- Undertake audience research.
- Manage and deploy C/Can's corporate and internal news feeds.



Skills and Experiences

- Passionate about social media with 2+ years of social media experience, including content development (copy + visual), social analytics and community management.
- Deep attention to detail, excellent time management skills, and enthusiasm to continuously learn new skills to stay fresh in the ever-changing landscape of digital and social media.
- Ability to write and generate creative content (text, image, and video)
- Excellent copywriting and communications skills.
- Strong visual content production skills
- Solid knowledge of SEO, keyword research, and Google Analytics, as well as developing social media advertising.
- Knowledge of social media advertising campaigns and tools (i.e. Facebook Ad Manager).
- Deep understanding of WordPress, Mailchimp and content management/planning tools
- Working knowledge of Google Workspace's (formerly G Suite) and Adobe Creative Suite (Photoshop, Premiere, etc.).
- Experience working in NGOs is a plus.
- Experience working with internationally distributed teams and/or on programmes/projects.
- Native English is required. Knowledge of Spanish is an advantage.
- Ability to work under pressure and meet short deadlines as well as long term project milestones.
- Demonstrated ability to manage multiple priorities in a fast-paced, dynamic business environment.

How to apply

Qualified candidates may submit their application, including a Curriculum Vitae and Cover Letter to: recruitment@citycancerchallenge.org. Please ensure that all documents are sent as PDF documents with the titles "your name cover letter" and "your name CV". Please put "Social Media & Communications Coordinator" in the email subject line. Applications will be received until a suitable candidate is identified.