



## Coworking Space Work Exchange: Social Media Coordinator

Want to help market a beautiful, green social enterprise community space, committed to values of diversity, social justice, sustainability, and community?

Are you freelancing or working for a socially/environmentally conscious nonprofit organization, social enterprise, community group, or personal project? Struggling to afford office space?

Join Riverdale Hub's Work Exchange Program, a unique opportunity to:

- hone your skills while making a social impact
- access office space for FREE
- connect and collaborate with other emerging social entrepreneurs, artists, environmentalists, social service organizations and activists

Spend one day a week at the Hub helping to market our event spaces, community art gallery, cafe, co-working space, yoga and dance studio, and gardens. In return, get two days a week to pursue your own work out of our beautiful, green, open-concept office space, rent-free, for your first 3 months as a coworking space member.

Primary responsibilities:

- analyzing stats/outcomes from our ongoing social media campaigns, to provide social media strategy recommendations to our social enterprise staff
- helping to ensure that staff are maintaining regular social media postings
- occasional posting of content

We seek volunteers who:

- are also eager to spend 1-2 days a week at the Hub doing your own work/projects and engaging actively as coworking community members
- can commit to 3+ months as paying member-tenants following work exchange.

No volunteer obligations during paying member-tenant period. Memberships start at \$80/mo.

**Program length:** 3 months volunteering; followed by 3+ months as paying member-tenant  
**Application deadline:** Sunday, July 3. Rolling admissions until positions filled. **Apply early!**  
**Program Starts:** June/July 2016

### Qualifications

- Strong knowledge of marketing through Facebook, Twitter, Instagram, Mailchimp
- Experienced at analyzing engagement and outcome stats on these platforms
- Background in social media work for non-profit organizations
- Experience with social media for many/all of the following:
  - event rental spaces
  - yoga/dance studios

- co-working or office spaces
- art gallery spaces
- green-design buildings
  - Strong connections with Toronto's digital networks in the following areas an asset:
    - Riverdale and surrounding east end neighborhoods
    - Social enterprise or nonprofit sectors
    - Environmental sustainability
    - Arts and culture
    - Immigrant communities
    - Teachers and students of yoga, dance, other spiritual or movement practices
- printing/copying businesses
- social enterprises

#### Additional helpful expertise and assets:

- Experience with co-working spaces or social enterprise hubs
- Experience working with people of diverse cultural/ethnic/socio-economic backgrounds
- Fluency in multiple languages

#### Benefits

- Free part-time hot desk membership in coworking space (3 days/wk), including
  - 8:30am-6pm, M-F, and 11am-6pm Sat building access
  - Work at any available desk, table, or couch
  - Tables for group meetings in open-concept space
  - High speed wireless internet and phone access
  - Low-fee printing/photocopying/scanning and incoming/outgoing fax
  - Mail services
- Discounts at our on-site Social Gardener Cafe
- Convenient on-site rental spaces: meeting rooms, event space, yoga studio, art gallery
- Opportunities for mentoring, networking, and collaboration with peers
- Strengthen your skills and improve your resume
- Internship credit for students; Canadian work experience for newcomers

To apply: send a resume, and a cover letter to [info \(at\) riverdalehub.ca](mailto:info@riverdalehub.ca). Letter should discuss:

1. your qualifications for the marketing coordinator position;
2. your own work that you will do out of the Hub, and how it fits our mission and values

Questions? Contact Gabriela Russek at [gabriela \(at\) riverdalehub.ca](mailto:gabriela@riverdalehub.ca) or 416-465-6021.

#### About Us

Riverdale Hub offers a vibrant green home for social entrepreneurs, artists, activists, and others passionate about diversity, social justice, sustainability, and community. The Hub features a co-working space, unique rental spaces, a yoga and dance studio, a Fair Trade cafe, and urban gardens. As a social enterprise, we also provide employment and training opportunities to marginalized women, youth, and other vulnerable populations.

More information at: [www.riverdalehub.ca](http://www.riverdalehub.ca)

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