



**Caledon Parent-Child Centre
150 Queen St. S.
Bolton, ON L7E 1E3**

POSITION POSTING

Position:	Videographer Summer Employment – 15 hours/week (18 weeks) Anticipated Start Date – May 31, 2021
Accountability:	Reports to Manager of Community Relations & Volunteers (MCR&V)

Who We Are

Caledon Parent-Child Centre (CPCC) is a non-profit, charitable organization serving Caledon & surrounding areas. We provide a safe space for families to access high-quality programs and services for themselves and their children. We are an inclusive community hub, promoting positive outcomes for children, while connecting families to each other and community resources. We tailor our work to respond to community needs. We work to reduce the barriers to an exceptional childhood by supporting parents/caregivers and their capacity to parent. Our staff responds with empathy to common caregiving concerns, and promotes health and positive social, emotional and physical development of children.

The Position

The Videographer will work on behalf of the CPCC to build a repository of video collateral to be used as testimonials, program supports, and teaching tools as well as assist staff members in learning video technology.

Areas of Responsibility

Under the direction and guidance of CPCC's Manager of Community Relations & Volunteers, the Videographer will:

- Assist with the development of varied digital/video marketing strategies to promote CPCC live and virtual programs and initiatives. (COVID-19 restrictions will need to be considered)
- Assist with the development of targeted social media and digital campaigns using various platforms, scheduling, and analyzing related.
- Create photography and video marketing content to capture testimonial, promotional video clips, specific programs, and activities to be used in future CPCC promotions to increase family and stakeholder engagement. Must have a good understanding of the current photo and video trends and technical requirements for web and social sharing.
- Assist with website and CMM backend maintenance, electronic newsletter development, and training specific staff to understand and use effective digital/video technologies, apps, and programs.
- Gather and share analytics to ensure the effectiveness of the strategies.
- Perform other administrative duties and special projects as required and assigned.

Note: Due to Covid-19 we are working and providing programs both in person and virtually. CPCC follows the advice and requirements as set by Provincial and Peel Public Health directives.



Skills & Qualifications

- Applicants must be between 15 to 30 years of age (inclusive) at the start of employment.
- Relevant post-secondary education with a strong understanding and competency in creating branded promotional video content, including camera work, lighting, audio, etc.
- Knowledge of best practices and experience creating content for social media platforms including YouTube, Facebook, Instagram (including Reels & Stories), LinkedIn and Twitter.
- Your own phone, camera(s), computer, editing software and equipment if required.
- Ability to work both independently and as part of a team.
- Strong interpersonal, leadership and organizational skills.
- Computer literate.
- Valid driver's license, clean driving record and access to reliable vehicle is required.
- First Aid and CPR certification an asset.
- Successful completion of Criminal Record Check including Vulnerable Sector Screening is required.
- Ability to work flexible hours (including evenings, weekends).
- Able to lift approximately 25 pounds.
- Additional languages an asset.

Program Requirements

Applicants must be legally eligible to work in Canada and must fulfill all the requirements of the Canada Summer Jobs program.

Qualified applicants can submit a cover letter and resume no later than **4:00 p.m. on Wednesday, May 12, 2021**

Caledon Parent-Child Centre is an equal opportunity employer and encourages applications from all qualified individuals for positions posted. We value the diversity of the people we hire and serve and foster a workplace where individual differences are recognized, appreciated, respected, and responded to in ways that fully develop and utilize each person's talents and strengths. Efforts will be made to hire youth who self-identify as being part of the groups which are underrepresented or have additional barriers to the labour market.

In accordance with the Accessibility for Ontarians with Disabilities Act and all other applicable legislation, Caledon Parent-Child Centre is pleased to accommodate individual needs for applicants with disabilities within the recruitment process. Please advise if you require an accommodation to ensure your equal participation in the recruitment and selection process.

Job Contact Information

Shelly Sargent
Manager of Community Relations and Volunteers
Caledon Parent-Child Centre
150 Queen St. S.
BOLTON, ON L7E 1E3

Email: ssargent@cp-cc.org
For more information visit: <http://www.cp-cc.org>

We thank all applicants; however, only those selected for an interview will be contacted.