



<b>Title:</b>	<b>Freelance Content Creator</b>
Organization:	Equitas – International Centre for Human Rights Education
Location:	Remote work
Start:	March 2021 (10h-20h/week) for 3-6 months (possibility of renewal)

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**Equitas - International Centre for Human Rights Education** is a non-profit organization that works for the advancement of equality, social justice and respect for human dignity in Canada and around the world through transformative human rights education programs since 1967. Equitas' work in Canada is focused on collaborating with community-based organizations, municipalities and schools to support children and youth to learn about human rights and acquire leadership skills so they can initiate projects for social change in their communities across Canada. Equitas also plays a role bringing organizations together across Canada to reflect on practices and programs and to exchange ideas for building more inclusive communities.

### **Description**

The freelancer will support Equitas in the creation and publication of original content related to Equitas' work in Canada and internationally with a specific focus on racial justice and gender equality. Under the supervision of Equitas' Communications team and working in close collaboration with members of Equitas' Canadian Program and Advancing Equality for Human Rights Education teams, the freelancer will support the promotion of Equitas' work and the work of our partners, to increase visibility for the organization and generate greater public engagement and raise awareness on issues of racial and gender justice in Canada and internationally. The content to be created will include copy for social media and blog articles, video, animated GIFs, and infographics. The content will be published on Equitas' social media channels, websites and newsletters in English and French.

### **What will the content be about?**

Content will focus on how Equitas' work and the work of our partners contributes to promoting gender equality, countering racism and building inclusive and rights-respecting communities.

Gender inequality and racism are exacerbated when compounded by the effects of poverty, marginalization, and discrimination based on ethnic and religious identity, disability, age, class, sexual orientation, gender identity or any other marginalized identity. All content created will reflect the intersectional approach that Equitas applies across its work in human rights education, and although there would be a specific focus on both racial justice and gender equality, all content would incorporate an intersectional approach.

### **Canadian focus – racial justice, youth engagement, community action**

Equitas will be creating online content to raise awareness about experiences of racism in communities across Canada and to highlight partners' and diverse youth actions in communities that are addressing racism and helping to build resilient, inclusive communities. The content will also engage individuals in



thinking about how they can contribute to countering racism. Communications will challenge stereotypes and also highlight the contributions that youth who are Black, Indigenous, People of Colour, newcomers and refugees are making through Community Action Projects in Canadian communities.

#### International focus – gender equality

Online content will be developed that focuses on increasing visibility of the impacts of Equitas' *Advancing Equality through Human Rights Education* project which is run in partnership with local organizations in Burkina Faso, Kenya, Haiti, Senegal and Tanzania. The project contributes to the empowerment of women, girls and their allies by providing them with tools and knowledge to promote gender equality. The project aims to strengthen women's leadership through community mobilization activities that promote gender equality, to strengthen collaboration between women's organizations and human rights organizations, and to encourage decision-makers to respect their obligations related to gender equality. Content developed would focus on promotion of gender equality bringing visibility to how partners are also using a human rights-based approach to counter gender inequality issues such as violence against women while increasing girls and women's participation in decision-making.

#### EquiTalks

Equitas hosts panel discussions, roundtables and public dialogue events each year aimed at promoting cross-sectoral dialogue (public, private, academic, government, civil society) to generate responses to human rights issues in communities. In April 2021, the EquiTalks will focus on youth changemakers, bringing together speakers and panelists with national and international audiences to talk about creating social change in the context of the COVID-19 pandemic. Online content will be created to support the promotion of the EquiTalks and raise awareness about how community members can collaborate to build more inclusive communities.

#### **Specific tasks**

- Participate in the development of content related to the Canadian digital strategy with a focus on countering racism and promoting youth community action projects, the promotion of *Advancing Equality through Human Rights Education* work and the EquiTalks
- Draft bilingual social media posts
- Draft bilingual blog articles
- Create short videos for social media using Equitas' tools (Promo, Canva) or any other relevant tool
- Create animated GIFs and infographics for social media (Canva) or any other relevant tool
- Create "How tos" and guidelines about content creation (video, animation, GIFs...) for the youth participating in Equitas programs
- Support efforts increase visibility amongst different audiences and to drive traffic to Equitas' websites (social media and SEO)
- Stay up to date to new communication trends on social media



### **Knowledge and skills**

- Keen interest in human rights, community-building, youth engagement, racial justice, gender equality, international development
- Excellent writing skills English and French is strong asset; excellent writing skills in one of the two languages required
- Experience developing content for social media for diverse audiences
- Experience in graphic design, video development, visual communications
- Knowledge of basic graphic design and video editing tools (Canva, Promo) or professional graphic design and video editing tools (Adobe Suite, Final Cut Pro, etc.)
- Ability to work independently
- Keen interest in latest industry practices, standards and trends in graphic design and social media
- Talent for writing short, catchy social media copy, ideally in both English and French
- Creative, passionate about racial and gender justice, storytelling
- Ability to adapt style, tone, and voice for various types of content

Given the nature of our work, we encourage applications from those with marginalized lived experiences including Black, Indigenous, and people of colour, people living with a disability, and people all sexual orientations and gender identities and expressions. Applicants may wish to self-identify in their applications.

### **How to Apply**

Interested and qualified candidates should share their expression of interest, which should include the following:

- Relevant experience and some examples of work, including copy and/or visual.
- Why you are motivated to do this work with Equitas.
- Financial proposal including hourly rate in CDN\$.
- CV that is no longer than three pages and contains relevant information.
- Submissions should be sent to [requitas@equitas.org](mailto:requitas@equitas.org), with Freelance Content Creator the subject line by March 4, 2021.

Short-listed applicants will be asked to participate in a virtual discussion with Equitas.

If you have questions about the mandate, contact Stephanie Nichols, Director of Communications and Development ([snichols@equitas.org](mailto:snichols@equitas.org)) for more information.