



Title: Freelance Content Creator
Organization: Equitas – International Centre for Human Rights Education
Location: Remote work
Start: May 2021 (15h-20h/week) for 3-6 months (possibility of renewal)

Be a part of positive social change

Imagine contributing to an organization whose core mission is to advance equality, social justice and respect for human dignity. Imagine your work aligning with your personal values and being a part of creating positive social change every day through transformative human rights education. You could contribute to the empowerment of people to address inequalities and discrimination, and work to build more inclusive and rights-respecting communities with Equitas.

The Opportunity

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, 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.

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. 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. You can learn more about the project [here](#).

EquiTalks

In April 2021, the EquiTalks will focus on youth changemakers, bringing together speakers and panelists with national and international audiences to talk about redefining 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. Learn more about the [event here](#).

Tasks and Responsibilities

- Participate in the development and implementation of a 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 and 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 using Equitas' tools (Canva) or any other relevant tool
- Create "How tos" and guidelines about content creation (video, animation, GIFs...) for 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 and advise on new communication trends on social media

About you

You have a keen interest in human rights, community-building, youth engagement, racial justice, gender equality, and international development. You are known for your creativity, your ability to transform complex content into compelling visuals and videos, and your deep knowledge of social media. You're a freelance digital strategist and content creator who is creative and is not afraid to think outside the box and challenge the status quo.

What is essential for this role?

- Excellent writing skills in English or French (ideally both)



- Experience developing content for social media for diverse audiences
- Experience in graphic design, video development, visual communications
- Experience in advising on digital strategies
- 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
- Ability to adapt style, tone, and voice for various types of content

Join us!

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 LGBTQ2I people. Applicants may wish to self-identify in their applications.

How to Apply

- Submissions should be sent to rhequitas@equitas.org, with Freelance Content Creator the subject line by April 30, 2021.
- Relevant experience and some examples of work, including copy and 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.
- Short-listed applicants will be asked to participate in a virtual discussion with Equitas.

All applicants must have the right to work in Canada.