Social Media and Design Specialist

Department	Vacancy	Employee Group	Position Type
Communications	**Vacancy**	**Non-Union**	**Permanent Part Time**

Join Us at the Town of Pelham!

The Town of Pelham is a vibrant and welcoming community dedicated to creating opportunities for current and future generations. We are proud to be part of the Niagara Region, known for its natural beauty, strong sense of community, and commitment to sustainability and growth.

Pelham is part of the Dish with One Spoon wampum, a treaty that guides a commitment to principles reflecting respect for our shared environment and responsibility to one another:

- Taking only what we need
- Leaving some for others
- Keeping our community clean and thriving

Pelham is home to approximately 19,000 residents and continues to grow while maintaining its small-town charm and high quality of life. The Town's 2023-2027 Strategic Plan prioritizes responsible growth and development, environmental stewardship, and building a resilient, future-ready organization. The mission is to create an active and sustainable community while promoting an exceptional quality of life, valuing its people, their experiences and the environment. Join the team and help make a meaningful difference in Pelham!

The Opportunity

Reporting to the Manager of Communications and Government Relations, the Social Media and Design Specialist provides support to the Town's communications, marketing, and community engagement efforts. This position plays a key role in assisting with the Town's online presence, supporting community events, and assisting with public outreach. As part of the Communications team, this position will ensure consistent branding and messaging that reflects the values, priorities, and events of the Town, while also engaging residents through accessible and compelling content.

About You
What You Will Do

- Develop, schedule, and post engaging content across all Town social media platforms.
- Monitor and respond to social media activity and inquiries.
- Track analytics and prepare reports on website and social media performance and engagement.
- Create high-quality graphics for print and digital platforms, including posters, flyers, signage, infographics, web banners, and social media content.
- Support the development of marketing materials for Town programs, services, and events.

- Update and maintain content on the Town's website, ensuring accuracy and accessibility.
- Post news releases, community notices, and event information in a timely manner.
- Plan, design, write/edit, and produce the Life in Pelham community guide
- Attend and support Town and community events as needed.
- Assist with event promotions and live social media coverage.
- Provide back-up support to the Grant Writer and Manager of Communications and Government Relations during absences or high-volume periods.
- Other related duties as assigned.

What We Are Looking For

Before reviewing the qualifications listed below, we want you to know that we understand you may not meet all the qualifications described. We do still encourage you to apply as you may have other relevant expertise and experience to bring to the role.

- Diploma or degree in Communications, Graphic Design, Marketing, Public Relations, or related field
- Minimum 2 years' experience in social media management and graphic design (preferably in government, nonprofit, or public sector)
- Proficiency with graphic design tools (i.e. Canva), Hootsuite and various social media platforms and analytics tools
- Experience with layout and publication design is strongly preferred
- Strong writing, editing, and storytelling skills
- Basic knowledge of photography and/or video editing is an asset
- Ability to work independently, manage multiple projects, and meet deadlines
- Strong interpersonal, organizational and communication skills
- Excellent problem-solving, attention to detail and critical thinking skills

What's In It For You

- A competitive salary ranging between **$33.35 to $39.00 per hour (2025 rates)** with a 20-hour work week (primarily 10:00am to 2:00pm Monday to Friday or as scheduled). Occasional evenings and weekends may be required to support Town events. Flex-scheduling is required.
- The option to participate in the OMERS pension plan
- Professional development training opportunities
- A supportive and collaborative work environment
- A commitment to creating a diverse, equitable and inclusive culture that promotes a sense of belonging and represents and reflects the needs of the community we serve.

Summary

- Pay Rate: $33.35 to $39.00 (2025 rates)
- Vacancy: Existing
- Department: Communications
- Position Type: Permanent Part-Time
- Employee Group: Non-Union
- Work Location: On-site
- Hours of Work: 20
- Number of Openings: 1
- Posted Date: December 1, 2025
- Application Deadline: Friday, January 16, 2026, by 4:30pm

Applications are available online at https://www.pelham.ca/careers and must be submitted by **4:30pm on Friday, January 16, 2026**.

The Town of Pelham is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes and work environments. In accordance with the *Accessibility for Ontarians with Disabilities Act*, if you require this document or any additional documents in an alternative format, please contact Town Hall at 905-892-2607, ext. 315. Should you require any special accommodations to apply for a position or interview for a position with the Town of Pelham, we will endeavor to make such accommodations.

The Town of Pelham does not use artificial intelligence to screen, assess or select applications in the recruitment process.

We thank each applicant for taking the time and effort to submit their resume, however, only candidates to be interviewed will be contacted.

In accordance with the *Municipal Freedom of Information & Protection of Privacy Act*, all information is collected under the authority of the *Municipal Act, 2001*, and will only be used during the selection process for the subject posting.