



Social Media and Community Manager

About Us

We're Canada's 21st-century sustainable period care start-up located in Victoria, BC and we're challenging the industry status quo through our innovative products, distribution channels, and our mission to drive period equity forward in all that we do. We are seeking a Social Media and Community Manager to join our team and be hands-on leading the social content development and community building online and offline. Our team works remotely and collaboratively to drive our big goals forward. To-date, we've donated over 150,000 pads to non-profit partners across Canada as we aspire toward even greater impact as we grow.

About This Role

joni is growing quickly and we're investing into increasing our online and offline engagement, education and brand awareness through this role. In 2024, our team strategy is "gather and grow" and we're focused on our engagement and impact using our learnings to-date. While the content development and brand awareness on social platforms to-date has been done by Linda, joni co-founder, she is looking to hand-off to someone much more qualified to take the reins. We're looking for someone with experience creating on-brand social content that works to educate, inspire and build brand awareness with our growing online community. This is a new role that will play a key part on the team, working closely with leadership, operations, marketing, and sales to proactively drive the joni story online and in-person. In addition to the day-to-day social media content creation and management, some key projects this role will develop and lead in the next three quarters are:

- Building a community of joni ambassadors: People who use joni, love joni. We're looking to support these brand champions to help us spread the joni story. Ambassadors range from students, nutritionists, influencers or fitness experts and beyond. The key here is to build a community of like-minded folks looking to challenge the status quo along with us.
- Creating and leading joni events: This can include creating and leading our own educational events online with like-minded partners or attending one of our tradeshow and working with the sales team to help build social content to share the joni story. It can also include working with marketing to organize a large online giveaway like our very popular PERIODCATION campaign.
- Supporting community partners: As an impact company, we work with dozens of nonprofits and universities across the country. A big question that this role will look to answer is how do we better support our community partners and help amplify their stories along with our impact?



Who We're Looking For

This is a unique role that leads online and offline community building, education and engagement. You're creative but data driven and have experience successfully creating brand-aligned content for social channels (images and video) that drives engagement and brand awareness on platforms like TikTok, Instagram and Pinterest. You've got your finger on the pulse with like-minded brands and get excited about the opportunity to lead and execute our ambassador strategy and educational content both online and offline. Your experience and knowledge of the menstrual equity space is strong and your lived experience allows you to have first-hand knowledge of joni products.

You are naturally proactive and have solid experience working with a remote team and tools like Slack, Notion and Canva. As a #menstrualequity advocate, you understand that creating safe spaces that work to educate people helps to move everyone forward yet you are still very comfortable challenging discriminatory comments in alignment with joni's core values. You love to think strategically and then execute in a growing startup environment where wearing many hats and multitasking is the norm. You're a self-starter who can pay attention to the details when needed, you have an eye for creating branded content in Canva and leveraging content creation apps on your phone for socials. You take pride in your communication abilities and understand the nuances of a remote team and culture to drive projects forward. You're comfortable connecting with joni's leadership team and colleagues, asking clarification questions and socializing your work to move forward quickly. Diversity, inclusion and belonging is one of joni's core values—you deeply value this and understand its paramountcy too!

What You'll Lead

This role leads our social media & community engagement strategies and is hands-on with creating on-brand, value-added content in Canva and other tech tools. This role is about more than just gaining new followers, you will also work with the leadership team to develop and build community and report on those metrics for joni. The following are areas you'll lead:

- Lead the social media strategy and execution across all social platforms
- Hands-on branded content creation including scheduling, posting and engagement
- Manage online reviews and provides customer support on social platforms
- Report on social KPIs and analytics
- Develop and manage programs for our ambassadors as their main point of contact
- Create educational and brand awareness opportunities online and offline
- Gather and reports on community feedback
- Support marketing initiatives on socials and in-person at events



Our Team

Pay for this role is \$60k CAD annually paid semi-monthly. We're a small but mighty remote team with members living in Victoria and Toronto made up of 80% women, 20% immigrant, 40% parents, and 100% believe strongly that period equity in Canada is possible in the next five years.

This role can be remote in Victoria, Vancouver or Toronto to support in-person events in these regions. Hours are flexible with core working hours being between 10am to 2pm PST with weekly team regroup meetings via Zoom on Friday mornings. Employees are able to participate in a joni benefits package that includes PTO, extended medical, dental and RRSP contribution options.

As we grow, so will the opportunity with this role — it's a great time for the right person to craft a role for themselves that lights them up. We would love to support the right candidate with their marketing or community career path at joni.

Next Steps

If you're excited about what you're reading in this job description and our mission, please submit your resume (no cover letters please!) plus a sample social media content of your choice that you developed and are most proud of to people@getjoni.com — tell us why you chose it too! The interview process for this role includes the following:

- **Initial First Meet:** If your application is shortlisted, you will have a 45-minute meeting with co-founder and CEO, Linda. This meeting gives us an opportunity to learn more about your experience and we give you the opportunity to ask any questions you have about the role.
- **Co-Worker Interview:** You'll meet with Wendi, Content Manager, for a 30-minute interview that deep dives further into your related skills and experience.
- **Final Interview:** We're a small but mighty team so everyone has an impact on everything we do, especially our hiring! You'll meet with Jayesh, co-founder and CIO, for a 30-minute interview where we will answer any questions that you have and also follow-up on any final questions we have about your work and experience.

Note: If you feel strongly that you have what it takes for this role but don't check 100% of the boxes—that's okay—please apply anyway and highlight what you can bring to the table. [Learn more about DEI and joni.](#)