

Freelance Contractor Project Position Posting:

JA Canada Brand Campaign Freelance Digital Content Creator

JA Canada is seeking a dynamic skilled freelancer or team to support a national brand campaign.

This is a project-based engagement focused on developing the digital graphic and copy assets for a planned master brand campaign focused on raising awareness of JA in Canada across multiple audiences (youth, educators, general population donors, partners, volunteers).

The freelancer will develop engaging creative assets (static graphics and copy) for JA Canada national office and Charter execution/deployment that delivers on a planned phased brand digital (social and web) campaign strategy that is intended to build awareness and celebrate proof points of JA's mission, vision, pillars, and ways to get involved.

This contract engagement [April to June] will report to the Manager of Marketing, liaising with the Manager of Partner Marketing, and the campaign executive sponsors, Chief Development Officer and VP of Programs.

This project requires a highly motivated, agile, self-directed, creative and skilled and organized content creator- graphics designer and copy writer with multi-channel social media expertise. We will equally consider both individual content creators, and joint duos/small teams.

Scope of work includes:

- Planning and Creative Identity
 - Review, refine and align with JA Canada's brand campaign and goals
 - Develop and present three (3) campaign creative approaches/options (look & feel, tone) at the onset of the project for approval
 - Develop campaign creative toolkit/guide and reusable templates
- Content Creation- Social and Web Graphics and Copy
 - Design social assets (static graphics and reels) and website banners/tiles (approximately 40 total posts/moments for a 4 part/phase campaign)
 - Adapt visuals for platforms such as LinkedIn, Instagram, Facebook and Website specifications
 - Write platform appropriate captions for each post
 - Adapt copy, as needed, for each channel audience
- Approval & Delivery
 - Each phase of campaign assets will be subject to one round of feedback and revision
 - Deliver each sequential phase of campaign assets in a toolkit, including:
 - Editable design files (Canva) for local adaptation
 - Final version of national assets in a 'ready to go' packaged format for internal scheduling/ deployment
 - Recommend a practical posting cadence aligned to each month's objectives, posting notes

Application process and engagement schedule:

1. Applicant expression of interest: March 10- March 27

Please submit.

- An expression of interest cover letter
- Suggest your hourly/daily rate or high-level proposed project estimate (this is not intended to serve as a quote but an initial indication of rate)
- Your CV, bio or professional website
- Two samples of recent relevant work in not included in the above

How to Submit Applicant Expression of Interest: Please submit the above details to communications@jacanada.org with “Freelance Contractor Project Position” in the subject. Only applicants that provide all the required details as outlined above will be considered. Based on the anticipated volume of applicants, we will only respond to those who are successful in being selected as shortlisted candidates.

2. Short list notification and Request for Proposal/Quote: March 30
 - JA Canada will share with short-listed applicants the planned scope/ asset chart and provide instructions on submitting a quote.
3. Proposal/Quote Submission: April 7
4. Notification & Contract: on/before April 13
 - Contractor to supply own equipment, tools, creative suite licenses, etc. JA Canada will provide brand guidelines, campaign strategy, chart of assets, Canva access, photography and drive for upload/storage. Contractors will be required to maintain a worklog and produce invoices based on an approved schedule.
5. Project Onboarding & Kick-off: Week of April 20
6. Final Campaign Phase Submission & Project Completion: Week of June 19

About JA Canada

JA Canada is the national office for Junior Achievement (JA) in Canada and part of a global network that operates in over 100 countries worldwide. JA Canada has been providing financial literacy, workplace readiness and entrepreneurship programs in partnership with the Canadian education system since 1955. Designed to inspire, prepare and help youth succeed, JA delivers close to 500,000 learning experiences annually to youth across Canada via a network of 14 offices from coast to coast.

JA Canada is committed to an inclusive, diverse, equitable and accessible environment where differences are valued and respected in all areas of our business. We welcome and encourage applications from people of all backgrounds and abilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. JA Canada will not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed (religion), sex (including pregnancy and gender identity), sexual orientation or identity, disability, age (18 and over), record of offenses for which a pardon has been granted, marital status (including same sex partners), family status (being in a parent-child relationship), or any other grounds prohibited by the Ontario Human Rights Code.