



Roots of Empathy
Racines de l'empathie

The Roots of Empathy organization, which was founded in 1996, has been singled out nationally and internationally as an exemplar of social innovation. This made-in-Canada, not-for-profit organization offers programs to children that are based on empathy as the lever which reduces aggression and builds social inclusion. The organization has two programs - the flagship program, Roots of Empathy, which is for elementary school children, and Seeds of Empathy, which is for three to five-year old's in early childhood centres. Independent research since 2000 shows that the Roots of Empathy program reduces aggression, including bullying, and dramatically increases children's social and emotional intelligence. The Roots of Empathy program helps children in seven languages and in countries on three continents, and has been consistently recognized as an international leader in education innovation in rigorous evaluations conducted annually. For further information, please visit: www.rootsofempathy.org

The Opportunity

Marketing Content Archivist: Multimedia File Organization & Archiving

Part-Time Voluntary Position: Ideally 15 hours a week, Tuesdays and Wednesdays, June through August, but flexible.

Location: Toronto, Ontario at the Head Office

Position

Overview:

We are seeking a highly organized **Marketing Content Archivist** to help bring order to a vast collection of **historical and current multimedia files**. A significant part of this role involves working through **disordered archives**—sorting, categorizing, and restructuring digital assets to create a more efficient system for future use. If you enjoy **bringing structure to confusion**, this role is for you!

Key Responsibilities:

File Management & Digital Archiving

- Review and **sort through a large volume of historical and current multimedia files** (audio, video, images, and documents).
- Identify **duplicate, outdated, or misfiled content** and reorganize accordingly.
- Develop a **clear, intuitive archiving system** that makes files easier to locate.
- Implement consistent **naming conventions, metadata tagging, and folder structures**.
- Help maintain a structured **digital asset library and in some cases create**, ensuring files are easy to retrieve.

Content Coordination & Accessibility

- Work closely with the marketing team to ensure they can easily find and access needed materials.
- Assist in **reformatting and preparing multimedia files** for various marketing channels.
- **File new** permission, picture, and artwork files into identified content management system(s) or deliver to the appropriate team member.

Qualifications & Skills:

- Strong **organizational and problem-solving skills**—able to work through complex file structures and bring order.
- Experience handling **multimedia file management and digital archiving**.
- Beneficial but not essential - Proficiency with **content management systems** and **cloud storage systems** (Google Drive, OneDrive) and file organization tools.
- Familiarity with **metadata tagging and digital asset management (DAM) systems** is a plus.
- Basic knowledge of **image and video formats** and ability to do light editing is beneficial.
- Ability to **work independently**

Preferred Experience:

- Experience in marketing, content management, digital archiving, and/or restructuring **disorganized historical files** is a plus.

This role is ideal for someone who enjoys **untangling digital clutter**, creating **efficient systems**, and ensuring files are **organized and accessible** for future use.

To submit your application, kindly forward your resume to hsargeant@rootsofempathy.org no later than April 28th, 2025 . This is a voluntary position that will gain you valuable work experience. Location is in Toronto at the home office, which is on the subway line. We value all applicants, but we will only reach out to those selected for interviews.