



Job Opportunity at The Centre for Skills Development & Training

Job Number: 288

Job Title: Communication & Social Media Specialist

Department: Marketing & Communications

Location: 3350 South Service Road, Burlington

Start Date: September 11, 2017

Schedule: Monday - Friday, 8:30 am - 4:30 pm (or 9 am - 5 pm), 35 hours per week

Pay Rate: \$25 - \$28.65 per hour (hiring wage will reflect skills and experience)

Reports To: Manager, Marketing & Communications

Embark on a Bright Future with The Centre for Skills Development & Training

Are you entrepreneurial, client-focused and committed to team work and excellence? Do you enjoy working with clients from diverse backgrounds? If you want to work for a recognized leader in career and workforce development, then consider a career with The Centre for Skills Development & Training!

Headquartered in Burlington, Ontario, with locations in Oakville, Milton and Clarkson, The Centre delivers high calibre employment services, ESL & immigrant services, skilled trades training and literacy upgrading. Providing people with opportunities to build a better future and making a positive impact on peoples' lives is integral to the business of The Centre.

For more information, visit: thecentre.on.ca

The Opportunity

This position has content responsibility for The Centre's print and digital communications including the intranet and internal communications tactics, external website, social media, email marketing as well as other stakeholder engagement activities such as report writing and special event coordination.

The Communication & Social Media Specialist develops and implements a strategic, actionable and measurable strategy to create and leverage opportunities for connecting and creating relationships with the community, stakeholders and learners to support the promotion and positioning of The Centre as an influential and highly reputable place of business. The position has daily accountability for developing content, tracking/monitoring/analyzing data, community management (online and offline) and two-way engagement.



These are your responsibilities:

- In consultation with the Manager, Marketing & Communications and other staff, the Communication & Social Media Specialist will develop an organic social media strategy including objectives (to build loyalty, raise awareness etc.), actions with quantitative and qualitative benchmarks, and evaluation measures.
- Create editorial calendars, inform and work with staff to generate ideas for new campaigns; identify, discuss and execute content marketing ideas and ensure integration of social media with *all* Centre campaigns and projects for the purposes of establishing integrated marketing communications support to drive client/student intake.
- Support ESL & Immigrant Services Department in meeting funder requirements by producing statistics, reports and a newsletter schedule in accordance with the agreement.
- Research industry trends as related to The Centre’s business lines and apply this intelligence to create/edit/publish topical and meaningful content (text, contests, videos etc.) to support promotion of The Centre’s programs and services through education and two-way engagement of online communities.
- Provide support as required for accessing or managing lists (e.g. email lists, compliance databases, etc.).
- Help optimize web content (SEO, SEM) through ongoing web updates, following SEO/SEM best practices.
- Research, capture and analyze appropriate web analytics/metrics for the purpose of marketing effectiveness and continuous improvement.
- Track/research and recommend (as appropriate) new platforms, practices and corporate policies; ensure compliance with current legal and ethical standards and legislation.
- Ensure adherence to brand and visual identity; recommend augmentation to guidelines for internal use as required.
- Oversee social media channel management and execute social media advertising as well as digital marketing tactics.
- Plan and organize special events, as required, as part of community and stakeholder outreach.
- Take photos for events and programs to be used for online stories, information sharing and stakeholder engagement.
- Work with third parties as required on production of communication tactics (when/if outsourcing is required; e.g. video production, promotional items, etc.).
- Work collaboratively with other staff, as required, ensuring coordinated and consistent messaging.

Other

- Support/lead other marketing/communications initiatives as required.
- Support/advise on other outreach efforts initiated by other staff.
- Other job related duties as assigned by the Manager, Marketing and Communications.



What you need to bring to this job:

- ✓ A diploma or degree from a recognized college/university program in communications, public relations, journalism, marketing, digital marketing or related field.
- ✓ Additional certification is desirable (APR, ABC, CAAP) but not required.
- ✓ 3+ years of relevant experience.
- ✓ Demonstrated proficiency in new and emerging social media platforms.
- ✓ Experience in content management (CMS, CSS, SEO).
- ✓ Preference for those who have experience with Google Analytics and Hootsuite or other measurement tools.
- ✓ Experience in research and writing for internal and external audiences.
- ✓ Ability to be a self-starter and a self-learner, adaptable to new technologies.
- ✓ A high level of problem solving ability coupled with project management experience.
- ✓ Detail-oriented and able to manage concurrent projects often with tight timeframes.
- ✓ Excellent customer service and interpersonal skills; equally comfortable working independently or in a team setting.

Please e-mail or fax your resume and cover letter to:

Human Resources
The Centre for Skills Development & Training
E-mail: resumes@thecentre.on.ca
Fax: 905-634-2775

Application Deadline: Friday, August 18, 2017

In order to be considered, all applications must include the job number and title in the email subject line or on the cover sheet if faxing.

We thank all applicants for their interest in The Centre, however, only those selected for an interview will be contacted. If contacted for an interview, please inform us should accommodation be required.

In the spirit of the Human Rights Code, we ask that resumes not include personal data such as age, health, marital and family status.