



## Job Posting – Social Media and Content Marketing Officer

Department	Communications and Marketing
Reports to	Manager, Communications and Media Relations
Posting type	Internal/External
Term	Fulltime, Permanent
Level / Salary range	Competitive
Location	Toronto

Egale Canada is seeking a highly creative and motivated bilingual Social Media & Content Marketing Officer to fill a permanent position in our office located in downtown Toronto. Reporting to the Communications Manager, this new position creates and oversees the design, editing and strategic dissemination of various types of promotional content intended to support the social channels, various campaigns, and online content for Egale Canada. Original content development includes, but is not limited to short-form copy, video assets, social media posts, static visual assets, infographics, social ads, and more.

The successful candidate will be Egale’s digital storyteller and a key contributor to Egale’s Communications team in the development of digital marketing and content strategies across its various brands and channels. This role will ensure that all content portrays Egale as an innovative and leading voice in LGBTQI2S rights across Canada; maintains and elevates the organization’s extraordinary reputation; and illustrates our shared commitments.

Egale is Canada’s only national charity promoting human rights based on sexual orientation and gender identity through research, education and community engagement. Egale’s vision is a Canada, and ultimately a world, without homophobia, biphobia, transphobia, and all other forms of oppression, so that every person can achieve their full potential, free from hatred and bias.

### Job Description

#### Project Management / Content Creation / Measurement:

- Strategize, develop, create, edit and evaluate content, specifically visual static and video assets, to support Egale’s content strategy across its various platforms and brands.
- Proactively make recommendations and enhancements to improve content, strategies and editorial calendars.
- Work with the Communications team and internal departments to ensure the timely execution of effective digital content for marketing-communications activities and brand awareness.



- Write and edit short-form copy for social channels and ensure information is accurate, relevant and timely, while using an authentic tone/voice.
- Review and edit content developed by internal and external partners for consistency of message and quality.
- Monitor performance and report on KPIs for content initiatives (e.g. post/reach engagement, audience, video views, and conversion rates, among other metrics).
- Identify opportunities and improvements to drive an increase in audience reach and engagement.
- Follow and track the use of social media by equivalent organizations and identify opportunities for cross-industry content promotion, as well as the sharing of lessons, opportunities and best practices.
- Create and manage social media calendars that incorporate all of the organization's brands, key audience segments and social media channels.
- Ensure content is aligned with brand's voice, tone and persona, and that it complies with legal, copyright and user/client privacy requirements.

#### **Relationship Management and Facilitation:**

- Cultivate and maintain constructive relationships with peers in partner organizations.
- Cultivate and maintain constructive relationships with external vendors and agencies.
- Work closely with Partnerships Officer to identify client training needs
- Deliver and facilitate presentations, trainings sessions, workshops, webinars, job simulations and role-playing exercises
- Deliver internal training and onboarding
- Cultivate and maintain constructive relationships with the rest of the Communications team to identify opportunities for synergies and message amplification between owned, earned and paid media initiatives.

#### **Administration:**

- Develop and administer content asset catalogue.
- Identify new best practices and standards, and create new processes to exchange information with team members.
- Understand requirements and uphold overall compliance to digital policies, procedures, and brand guidelines, escalating as needed.
- Manage internal social media training documentation and recommendations.

#### **Key Skills:**

- Understanding of and interest in topics relating to the LGBTQI2S community.
- Experience working in the not-for-profit and charitable sector.
- Able to visually represent a company using the existing voice and brand guidelines.
- Adaptable to new technologies.
- Excellent time management skills.
- Excellent communication skills, including written, verbal and electronic communications.

- A self-starter with the ability to problem solve and be versatile to quickly changing priorities.

#### **Qualifications:**

- Post-secondary education in marketing, communications or graphic design is preferred
- 3+ years of professional experience in marketing, graphic design, and/or social media
- Experience with Adobe CC, including Photoshop, Illustrator, and InDesign.
- Experience with Video Production Software
- Is comfortable with technology and proficient in Office 365 (Outlook, Word, Excel, PowerPoint)
- Strong skills in WordPress
- Brings a strong understanding of intersectionality and Anti-Racist and Anti-Oppression practices
- Has experience working in a not-for-profit, LGBTQI2S community and/or social justice environment
- Has knowledge / lived experience with the diverse experiences and identities of LGBTQI2S communities
- Ability to work outside regular business hours to attend events and monitor social media is a requirement
- A portfolio of videos and record of social media postings must be provided for review
- Bilingual in French and English
- Valid drivers licence preferred

#### **We'd Like You to Know...**

Applications will be considered as they are received until the position is filled. While we thank all candidates for their application, only those selected for an interview will be contacted.

Accommodations are available on request for candidates taking part in all aspects of the selection process. If you require an accommodation (including alternate format materials, accessible meeting rooms or other accommodation), please let us know and we will work with you to meet your needs.

#### **Employment Equity and Diversity**

Egale Canada Human Rights Trust is committed to ensuring that members of traditionally marginalized groups, from a broad range of communities, feel empowered to apply for positions within the organization. We encourage qualified applicants to consider work and volunteer opportunities with Egale as we recognize that a diverse work force and volunteer base are critical to accomplishing our mission. The organization is dedicated to taking proactive steps to overcome historical patterns of discrimination in our society which have created barriers of race, colour, religion, sex, national origin, age, disability, language, class, sexual orientation, and gender identity or expression for some individuals and have resulted in the denial of their full participation in society.