



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

L9 P23 R4074 HWY 596 - Box 109

Keewatin, ON P0X 1C0

Job Board Posting



Careers.Indigenous.Link

Date Printed: 2025/09/26

Senior Advisor, Social Media

Job ID	oL7Xxfw6-15717-5987	
Web Address	https://careers.indigenous.link/viewjob?jobname=oL7Xxfw6-15717-5987	
Company	EPCOR	
Location	Edmonton, Alberta	
Date Posted	From: 2025-09-18	To: 2050-01-01
Job	Type: Full-time	Category: Utilities

Description

Highlights of the job: EPCOR is hiring a full-time, temporary Senior Advisor, Social Media to join our Communications and Public Engagement team. This position is based at our EPCOR Tower site in Edmonton and is expected to last up to 12 months. As the Senior Advisor, Social Media you would be accountable for developing and executing a social media communication program that harnesses the potential of social media channels, builds online communities and drives engagement through digital platforms. You are responsible for leading and executing an engaging digital media strategy that advances our reputation as a leader of essential services, connects meaningfully with our audiences, brings EPCOR's values to life and mitigates reputation risk. You provide leadership to others in the use of social media and ensure its alignment with other digital channels across the company. We welcome applications from both internal and external candidates. EPCOR employees are encouraged to apply using their '@epcor.com' email address to ensure proper consideration of internal seniority. What you'd be responsible for: Provide strategic guidance on digital plans and initiatives with a focus on social media. Develop and lead EPCOR's social media strategy focused on: Educating audiences, Building brand awareness, Mitigating issues, Delivering customer service, Attracting new customers, Fostering trust and advocacy, Integrating with epcor.com and other digital marketing activities. Provide leadership and expertise to recommend best practices, tools, and trends in social media. Track, measure, analyze, and communicate social media performance. Collaborate with corporate and business-focused teams to create engaging, trend-aware content. Place and manage paid social media ads to support campaigns and goals. Maximize opportunities and create efficiencies by managing the social media calendar and job board using Asana. Empower and support social media users across the company by establishing governance and accountability for social media use. Act as a coach and subject matter expert to support development of content expertise across teams. Focus on team collaboration and ongoing relationship building with colleagues. Identify budget needs for digital and social platforms. Oversee vendor relationships and systems for monitoring, advertising, and content strategy, etc. Set and monitor employee social media usage parameters; address issues with compliance/legal when needed. What's required to be successful: Qualifications, experience and behaviours you possess are: Completion of a 4-year Degree in Communications, Marketing, Journalism (or a related field) from a recognized post-secondary educational institute. Diploma or Certification/coursework in digital media is considered an asset. 5+ years of experience in the marketing or communications fields focused on online media channels, marketing, advertising and/or social community management. Experience with Microsoft Office, Google (Analytics, Tag Manager, DataStudio, Adwords), Emplify/Hootsuite, Asana and various other Cloud applications. Experience with Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere), Canva, and Microsoft Sharepoint. Strong knowledge and use of social networking and engagement platforms. Expertise in many current social media networks, trends and analytics. Actively uses social media (X, Facebook, Instagram, LinkedIn, etc.); able to analyze strengths, weaknesses, and relevance to the organization, and predict trends on the horizon. Applies sound communications/ public relations/ marketing fundamentals to every project. In this role, we expect individuals to take ownership and show initiative by driving strategic direction and execution across digital media channels. A focus on continuous improvement and adaptability is essential for staying ahead of evolving trends, technologies, and audience needs. Integrity guides decisions around governance, compliance, and empowering others to represent the brand responsibly. Collaboration is key-working across teams to create compelling content, manage systems and vendors, and ensure seamless integration with broader marketing efforts. Other

important facts about this jobÂ Jurisdiction: CSU52Class: P2Hours of work: 80 hours bi-weeklyWage: Starting at \$50.95 per hourÂ Final Wage and Step will be determined at the time of selection and based on a combination of factors as outlined in the Collective Agreement.

Â EPCOR Employees: To ensure your application is recognized as internal, please apply using your EPCOR email address.Â Learn more about Working at EPCOR!Follow us on LinkedIn,Â X, GlassdoorÂ or Facebook!Please note the following information:Â A requirement of working for EPCOR is that you are at least 18 years of age, successfully attained a high school diploma (GED, or equivalent level of secondary education) and legally entitled to work in Canada. (A copy of a valid work permit may be required.)If you are considered for the position, clearance on all applicable background checks (which may include criminal, identity, educational, and/or credit) and professional reference checks is required. Some EPCOR positions require an enhanced level of background assessment, which is dictated by law. These positions require advanced criminal record checks that must also be conducted from time to time after commencement of employment.A technical/practical assessment may be administered during the selection process and this exercise will be used as a part of the selection criterion.To meet the physical demands required of some positions, candidates must be in good physical condition and willing to work in all weather conditions. Clearance on pre-placement medical and drug and alcohol testing may be required.Prior infractions for unsafe driving behaviours will be evaluated and considered for non-selection regardless of current demerits on file.

Â

For more information, visit [EPCOR for Senior Advisor, Social Media](#)