



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:

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/28

Social Media Engagement Specialist - Creative

Job ID 2E-9D-05-D3-31-AF

Web Address

<https://careers.indigenous.link/viewjob?jobname=2E-9D-05-D3-31-AF>

Company Rogers Communication

Location Mississauga, Ontario

Date Posted From: 2018-12-20 To: 2019-06-18

Job Type: Full-time Category: Telecommunications

Languages English

Description

At Rogers, we connect Canadians to a world of possibilities and the memorable moments that matter most in their lives. Every day we wake up with one purpose in mind. To bring loved ones together from across the globe. To connect people to each other and the world around them. To help an entrepreneur realize her dream. A sports fan celebrate a special moment.

Because we believe connections unite us, possibilities fuels us, and moments define us.

The Rogers Creative team is looking to hire a Social Marketing Specialist to join their award winning team in Mississauga.

What you will be doing:

Drive innovation in content development that enables successful delivery of brand message with its target audience

Be the voice of the customer by understanding what consumers are saying about the brand, it's products and services and Identify consumer habits and adoption trends on social

Be the voice of our social program and build strong relationships with peers in Brand and TSC to ensure brand and business strategies are aligned

Ensure brand message and content storylines fit together and are aligned by identifying content we should partner with.

Conduct content benchmark on marketing trends and competitive activities (focus on Qualitative aspects: Sentiment reports, strengths, scope, passion and effects for the brand online) and report on best practices that drive customer experience differentiation.

Publish and present analysis reports to share with rest of the brand team (the purpose of this being to outline what is working or not working on all the social pieces we publish and why).

Develop and execute our plans to transform customer servicing on social and community engagement

Build and execute social media plans through competitive research, platform determination, benchmarking, messaging and audience identification

Generate, edit, publish and share daily content (original text, images, video, etc.) that builds meaningful connections with target audiences

Develop relevant and insightful content for social media on a daily/weekly basis aligned to business strategies

Consistently monitor all social media channels to communicate, interact and engage with users, encourage loyalty, and foster conversation with potential clients

Utilize social media analytics and insights and report on best practices that drive customer experience

Engages with the wider Marketing team to understand requirements for utilizing the social media channel, aggregating content and campaigns, adapting contents to specifically cater to each social media channel

Collaborate with brand team and internal teams in the planning and execution of digital media projects, such as email marketing, online advertising, and more

Implement and manage online advertising

Analyze and optimization of campaigns to improve performance and efficiency

Identify digital media trends, tactics and opportunities

What you bring:

Bachelor Degree in digital marketing, communications, social media or related field

3-5 years of experience in related fields

Well-developed creative skills, in particular digital, leading the creative process from brief to launch and communication

Proficiency across all mainstream social media channels with a passion for customer experience, the Web, online communities and communicating.

Strong working knowledge of all major social media platforms (e.g. Hootsuite, Twitter, Facebook, Instagram, Tumblr, Pinterest, Snap Chat)

Familiarity with Excel, Adobe Creative Suite; website content management systems and analytics programs (Google Analytics preferred)

Proven communication skills and passion for learning about the online/digital marketing industry

Proven leadership ability, teamwork and collaboration; experience working with a diverse set of people

Strong organizational, problem solving and project management skills

Exceptional written communication skills, and an understanding of how to write for the web

Demonstrable social networking experience and social analytics tools knowledge

Knowledge of online marketing and good understanding of major marketing channels

Schedule: Full time

Shift: No Selection

Length of Contract: Not Applicable (Regular Position)

Work Location: 59 Ambassador Dr (096), Mississauga, ON

Travel Requirements: No Selection

Posting Category/Function: Marketing & Marketing Communication

Requisition ID: 137973

How to Apply

<https://roge.rs/2rOD2Aq>