



# 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.Link's 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.

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# Job Board Posting



Careers.Indigenous.Link

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## Content Marketing and Social Media Specialist - University Relations

<b>Job ID</b>	<b>370380-1-6463</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=370380-1-6463">https://careers.indigenous.link/viewjob?jobname=370380-1-6463</a>	
<b>Company</b>	Toronto Metropolitan University	
<b>Location</b>	Toronto, ON	
<b>Date Posted</b>	From: 2023-01-20	To: 2050-01-01
<b>Job</b>	Type: Part-time	Category: Education

### Description

About Toronto Metropolitan

At the intersection of mind and action, Toronto Metropolitan University is on a transformative path to become Canada's leading comprehensive innovation university. Integral to this path is the placement of equity, diversity and inclusion as fundamental to our institutional culture. Our current academic plan outlines each as core values and we work to embed them in all that we do. We welcome those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us to expand our capacity for diversity in the broadest sense. In addition, to correct the conditions of disadvantage in employment in Canada, we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, racialized persons, persons with disabilities, and those who identify as women and/or 2SLGBTQ+. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority. In April 2022, the university announced our new name of Toronto Metropolitan University, which will be implemented in a phased approach. Learn more about our next chapter..The Team

Telling the TMU story &mdash; that's the role of University Relations. We work with partners inside and outside of the university to enhance the profile and reputation of TMU.

### The Opportunity

We are looking for an experienced Content Marketing and Social Media Specialist to conceive, research and develop high-quality content for marketing communications across multiple platforms to engage the right audience at the right time. The right candidate is someone who thrives at strategic thinking as well as content development and isn't afraid to roll their sleeves up and take photos, film TikToks, interview professors, and generally be active and involved amongst the dynamic community at TMU. You'll join an award-winning team at University Relations composed of videographers, content strategists and student hosts who help to execute content and participate in ideation for initiatives that range from integrated marketing campaigns to campus news and updates. We have some of the largest and most engaged followings in Canadian higher education, but we're always looking to innovate and expand our reach among our own community and beyond. Responsibilities Develops, coordinates and conceptualizes content in keeping with the University's strategic direction Collaborates with internal stakeholders to understand and create customized content solutions Maintains content standards, provides analytical and administrative support

Qualifications Completion of a post-secondary degree program in English, Journalism, or Marketing and Communications. A minimum of 3 years of experience of content development in a dedicated marketing/branded communications environment with the following requirements: Editorial review, writing, editing and/or creating content creation from concept to delivery using social media and digital platforms Experience planning, coordinating and developing channel agnostic copy and content that drive measurable results / CTAs, as well as working within a post-secondary setting. Some experience using publishing software Required to produce a demonstrable portfolio of work which showcases story telling/writing experience and the digital applications worked on Expert knowledge in design thinking, content management, and the creative development process Demonstrated research, writing and editing skills for varied stakeholders and audience. Expert knowledge in CP style, as well as working within content guidelines and organizational writing style guides and a desire to push existing standards to the next level.

Conceptual thinking with problem solving, time management, strong interpersonal and communication skills. Ability to work in a fast-paced environment and effectively multitask several projects and deadlines at once. Commitment and working knowledge to support Ryerson's principles of equity, diversity, and inclusion (EDI), and the Accessibility for Ontarians with Disabilities Act (AODA). Demonstrated experience in independently planning, developing, managing and monitoring social media channels such as TikTok, Instagram, Twitter, LinkedIn, Reddit, digital marketing campaigns, SEO/SEM, newsletters, and videos. Strong project management, time management, and budgeting skills to manage day-to-day channel activity and special digital initiatives. Strong attention to detail. Excellent command in related software applications such as social media scheduling tools (Later, Sprout), native analytical and insight tools for TikTok, Instagram and LinkedIn, Adobe Creative Suite (Photoshop), and proficient in Google Workspace and MS Office. Exceptional interpersonal skills and ability to build effective working relationships with internal and external stakeholders. Excellent written and verbal communication skills are required to assist with content and promotional materials. Ability to work proactively and manage shifting priorities and projects with strong organizational, planning, problem solving, strong interpersonal and communication skills. Ability to brainstorm, quickly troubleshoot problems and think creatively. An ability to work independently and as an effective team member and flexibility are required to effectively multi-task and prioritize to ensure completion of assigned work under multiple and strict deadlines. Demonstrated commitment to client service, specifically students, staff, faculty and external contacts. Must be able to work under pressure and coordinate multiple concurrent deadlines

