



# 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

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# Job Board Posting



Careers.Indigenous.Link

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## Content Strategist

<b>Job ID</b>	<b>372837-1-6890</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=372837-1-6890">https://careers.indigenous.link/viewjob?jobname=372837-1-6890</a>	
<b>Company</b>	Toronto Metropolitan University	
<b>Location</b>	Toronto, ON	
<b>Date Posted</b>	From: 2023-05-15	To: 2050-01-01
<b>Job</b>	Type: Full-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

The Content Strategist is a key member of the central marketing team, whose responsibility it is to organize, optimize and execute content across a variety of digital and social channels for the university. In this role, you will help steward the digital experience at TMU throughout the various stages of the user journey. Beyond strategic optimization of the central website and social channels, you will also serve as a custodian and guide to digital best practices within the university's marketing and communications ecosystem.

The successful candidate will be deeply versed in content marketing and committed to tracking and calculating ROI. Other key responsibilities will include:

- Creating best content practices guidelines and templates that can be socialized and used by

various marketing and communication teams across the university

- Developing workflows/processes for managing content lifecycle, including requesting, creating, editing, publishing and retiring content
- Creating reports that track performance across internal KPI as well as competitor benchmarking
- Developing content calendars for social/digital channels and coordinating publication against strategic priorities
- Conducting keyword research and developing keyword-targeted content
- Developing a backlinking strategy throughout the university's content ecosystem
- Performing periodic content audits with an eye to SEO and accessibility
- Collaborating with IT and UX teams to identify potential CMS improvements
- Strategy-backed storytelling across the web and social media

#### Qualifications

To help us learn more about you, please provide a cover letter and resume describing how you meet the following required qualifications:

- Completion of a post-secondary degree program in English, Marketing, Journalism/Communications
- Minimum of 4 years' experience with writing, editing and/or content creation, including experience strategizing, coordinating and developing channel agnostic copy and content.
- Experience using Asana, Trello, Airtable, Monday.com or similar tools is required.
- Required to produce a demonstrable portfolio of work which showcases storytelling/writing experience and the digital applications worked on.
- Exceptional written communication skills and familiarity with scriptwriting and video production.
- Ability to work in a fast-paced environment and effectively manage several projects and deadlines at once
- Ability to work within content guidelines and writing style guides and a desire to push existing standards to the next level
- Demonstrated expertise in website taxonomy and metadata strategies in a website CMS environment
- Google Analytics experience is required; Knowledge of Google Tag Manager would be considered an asset
- Excellent computer skills, including strong knowledge of Adobe Creative Suite, Microsoft Office, including Word, Excel and PowerPoint or the equivalent Google Apps
- Ability to translate complex technical documentation into consumer-friendly language that drives action

#### Additional Information

Position Number(s) 20001302  
Reports To Assistant Director, Content Strategy  
Vacancy Type TERM  
Employee Group OPSEU  
Work Location HYBRID  
Start Date ASAP

End Date 2 years from start date

Hours of Work 36.25

Grade and Step 13

Salary Scale \$76,273.96 - \$83,346.62

HR Advisor Pooja Minutaglio

Application Start Date May 10, 2023

Application Close Date May 31, 2023

Additional Notes:

- Qualified OPSEU candidates will be considered before members of other employee groups.
- An equivalent combination of education and experience may be considered.
- Applicants who do not meet all of the posted qualifications may, upon the University's sole discretion, be considered to fill a vacancy on an underfill basis.
- Candidates must have a demonstrated record of dependability/reliability and a commitment to maintain confidentiality.
- We encourage all First Nations, Metis and Inuit peoples or Indigenous peoples of North America, to self-identify in their applications.
- As part of the selection process, candidates may be required to complete an occupational assessment.
- Applications will only be accepted online through Toronto Metropolitan University's career site.
- Toronto Metropolitan University is committed to the principles of the Accessibility for Ontarians with Disabilities Act (AODA), and aims to ensure that independence, dignity, integration and equality of opportunity are embedded in all aspects of the university culture.
- We will provide an accessible experience for applicants, students, employees, and members of the Toronto Metropolitan University community. We are committed to providing an inclusive and barrier-free work environment, starting with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please reach out to: [hr@torontomu.ca](mailto:hr@torontomu.ca). All information received in relation to accommodation will be kept confidential.

For more information, visit Toronto Metropolitan University for Content Strategist