



# 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.

Corporate Headquarters:  
Toll Free Phone: (866) 225-9067  
Toll Free Fax: (877) 825-7564  
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# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/18

## Social Media Marketing Lead

<b>Job ID</b>	<b>380258-1-8441</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=380258-1-8441">https://careers.indigenous.link/viewjob?jobname=380258-1-8441</a>	
<b>Company</b>	Toronto Metropolitan University	
<b>Location</b>	Toronto, ON	
<b>Date Posted</b>	From: 2024-04-24	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 (TMU) 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. TMU welcomes those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us in realizing the benefits of embedding these values into the work at every level and in every unit of the university. In addition, to correct the conditions of disadvantage in employment in Canada and to bring lived experiences to the work, we encourage applications from members of equity deserving groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit Peoples in Canada, First Nations Peoples in the United States, racialized people, Black people, persons with disabilities, women, and 2SLGBTQ+ people. Preference will be given to candidates with lived experiences as people from equity deserving groups, as well as experience working with these communities with which the University works every day. Please note that all qualified candidates are encouraged to apply and we welcome newcomers and immigrants to Canada. In April 2022, the university announced its new name of Toronto Metropolitan University. Learn more about our next chapter. The team

DMZ is a world-leading startup incubator based at Toronto Metropolitan University that equips the next generation of tech entrepreneurs with the tools needed to build, launch, and scale highly impactful startups. By providing connections to customers, coaching, capital, and a community, DMZ's customized approach helps innovators reach the next milestone in their entrepreneurial journey - whatever that might be. Through its award-winning programming, DMZ has helped more than 820 startups raise \$2.59 billion in capital and create 5,000+ jobs. Headquartered in Toronto, Canada with globally-accessible programming, DMZ has a widely-recognized international presence with offices in Vietnam, India, and the U.S., and partnerships across North America, Latin America, Africa and Asia.

#### The Opportunity

The Social Media Marketing Lead will provide social media marketing expertise to DMZ, including the design, development and execution of a wide range of marketing and communication initiatives and materials according to DMZ's standards, agreed timelines and budget.

The successful candidate will coordinate all aspects of DMZ's social media channels, digital brand awareness, content strategy, video, graphic and photo content development, and attend internal and external events to capture activities and promote initiatives across social media channels to support DMZ's brand awareness. The Social Media Lead is well-versed in on-trend culture and develops innovative ways to create buzz about DMZ online, increasing reach and engagement levels and growing DMZ's following organically.

Other responsibilities will include but are not limited to:

- Conceptualizes, implements and leads all social media marketing and communication projects for DMZ from determining creative, photography, design and content requirements of digital marketing and communications materials, collaborating with stakeholders through draft and production and analyzing reports on campaign performance.
- Leads and grows all DMZ social media, including the execution of Executive Director's social media channels, campaign development and execution and content calendars and creating plans and strategies for social media marketing campaigns in the new and emerging channels globally to ensure effective promotion of DMZ and its successes.
- Coordinates the production of digital based products from editing, drafting and final copy of content and preparing text for transfer to designers in final and approved state.
- Coordinates processes to standardize materials for new products/services delivered by the MarComm team ensuring the material is edited and proofread as per communication standards and styles and is appropriate to the target audience.
- Oversees the day-to-day administration and execution of digital marketing and communications projects and activities from providing analytic reports, working with external agencies, preparing presentation materials, monitoring budget and costs at each stage of production and reconciling invoices and leading and organizing special events.

#### Qualifications

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

- Completion of a post-secondary degree in a relevant field such as Business Management, Communication, Marketing, Journalism, English or a related field.
- A minimum of three (3) years of relevant work experience in a dedicated marketing/branded communications position, busy advertising or a similar environment with the following requirements:

- Publishing knowledge and skills to create, edit/proof and prepare final print-ready marketing and communication materials.
  - Knowledge of print production processes and styles such as the requirements/specifications for print-ready materials.
  - Strong knowledge of digital and print marketing, including analytics.
  - Strong writing and oral communication skills.
  - Project coordination skills.
  - Proven experience in multi-tasking and prioritizing high volumes of work while meeting deadlines.
  - Must be able to demonstrate an understanding of "the brand" and will work to ensure that the creative content of all projects works to reinforce the key components of the TMU brand
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- Strong knowledge of full colour work.
  - Solid problem solving skills.
  - Ability to write and summarize information precisely.
  - Excellent interpersonal and communication skills with good client service focus in order to work with various stakeholders.
  - Must be able to work well under pressure and coordinate multiple projects and deadlines simultaneously.
  - Must have a demonstrated understanding of the brand and ensure that the creative content of all projects reinforce the key components of DMZ and Toronto Metropolitan University.
  - Computer proficiency and knowledge of various systems and software applications, including Google Suite.

#### Additional Information

Position Number(s) 20003811  
 Reports To Manager, Marketing and Communications  
 Department DMZ  
 Vacancy Type TERM  
 Employee Group OPSEU  
 Work Location Hybrid (in-person and remote)  
 Start Date ASAP  
 End Date 1 year from start date  
 Hours of Work 36.25  
 Grade 12  
 Salary Scale Min: \$75,992.38 to Step 3: \$83,038.94  
 Hiring Salary Range As above.  
 TA Specialist -  
 Posting Date April 23, 2024  
 Application Close Date May 13, 2024

#### Additional Notes:

- 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, beginning with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please submit your request through the AskHR webform. All information received in relation to accommodation will be kept confidential.

For more information, visit Toronto Metropolitan University for Social Media Marketing Lead