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
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Job Board Posting

Careers.Indigenous.Link

Date Printed: 2024/03/29

Senior Communications Officer (English Services)

Job ID	**57-A2-31-43-16-CC**	
Web Address	https://careers.indigenous.link/viewjob?jobname=57-A2-31-43-16-CC	
Company	CBC/Radio-Canada	
Location	Calgary, Alberta	
Date Posted	From: 2020-10-28	To: 2020-11-23
Job	Type: Full-time	Category: Broadcasting-Media
Languages	English	

Description

Work at CBC/Radio-Canada

At CBC/Radio-Canada, we create content that informs, entertains and connects Canadians on multiple platforms. Our successes and accomplishments are driven by embodying and upholding values, which include creativity, integrity, inclusiveness and relevance.

Do you think you have the ability and drive to keep up with this exciting, ever-changing industry Whether it be in front of the camera, on air, online or behind the scenes, you would be joining a team that thrives on making connections and telling stories that are important to Canadians.

Are you a strategic digital marketer Vibrant community connector Creative brand storyteller

Your role

CBC/Radio-Canada in Calgary is looking for a dynamic Senior Communications Officer (Marketing) to join the Communications, Brand and Marketing team. The successful candidate will execute a variety of marketing/communications strategies, projects and initiatives to support CBCâ€™s digital, radio and television programming and will report to the Regional Communications Manager. This position requires someone with a passion for CBC, a flair for connecting with audiences, an innovative spirit and someone who thrives in fast paced environments.

Some of the duties for this position may include:

Developing and implementing strategic, integrated marketing plans to promote our programming and the CBC brand across all platforms (Social, Digital, Radio, TV).

Creating and executing creative social media strategies for established and emerging platforms that deepen our community connection and elevate a range of voices.

Monitoring and managing campaigns from conception to implementation, analyzing performance and optimizing content.

Collaborating with cross-functional teams and departments to develop and generate strategic campaigns that attract target audiences and foster meaningful engagement.

Facilitating community engagement for CBC Calgary. Work closely with community partners to develop community engagement strategies and plans through partnerships, and CBC-owned events or outreach.

Cultivating and managing relationships with internal and external partners.

Creating strategies to identify new audiences, create tailored on-line experiences, foster brand engagement and enable community connection.

Creating and developing promotional concepts, approaches and campaigns that promote brand initiatives along with our 2022 strategic priorities.

Experience

Five or more years of experience in communications, public relations and/or marketing.

Education Requirements

Post-secondary certificate, diploma or a university degree in Communications / Public Relations or Marketing, or an equivalent combination of education, training and experience.

Essential Skills

We are looking for a candidate with the following:
Superior social media marketing skills a must. With demonstrable success creating and executing social strategies/campaigns and managing business social channels.
Keen understanding of digital/social trends and best practices with the ability to put into real-time practice.
Strong desire to live and promote the values of diversity and an inclusive and respectful work culture.
Demonstrated connection to and knowledge of diverse cultures including but not limited to, Black, South Asian, Chinese, Filipino and Indigenous audiences and communities.
Knowledge of languages including but not limited to, Mandarin, Tagalog, Arabic, Hindi, Punjabi, Spanish or any Indigenous languages are considered an asset.
Experience with social content management platforms is an asset.
Superior writing, editing and proofreading skills, with exemplary attention to detail and ability to adapt writing for different audiences and platforms.
Strong organizational and time management skills, with the ability to prioritize tasks, and manage multiple projects on tight deadlines.
Results-oriented, enthusiastic and reliable team player who can perform exceptionally well in a fast-paced environment.
Excellent interpersonal skills, judgement and initiative with a demonstrated solutions-focus and positive attitude.
Demonstrated ability to successfully plan and coordinate events and forums (in-person and virtual).
Superior negotiation skills with the ability to navigate complex issues to bring about an agreement.
Excellent working knowledge of Google Suite tools (Docs, Drive, Sheets, Slides, Calendar, Meet).
Experience with InDesign, Illustrator, Photoshop or Canva with an understanding of print and digital specs for creative outputs.

Additional Skills
Experience with InDesign, Illustrator, Photoshop or Canva with an understanding of print and digital specs for creative outputs.
Ability to create and execute paid advertising strategies, analyze results and adjust tactics to increase engagement.
Ability to work remotely or in the CBC Calgary office depending on COVID rules/guidelines and CBC policies.
Ability to travel when deemed appropriate post COVID.
Flexibility in work hours as operations demand, including the ability to work shift work, including evenings, weekends and holidays, as required.
Candidates may be subject to skills and knowledge testing.
How to Apply
Click Apply Now!