



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce Canadian Indigenous Job Seekers to a new approach to job searching. 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 Canadian Indigenous Peoples 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  
17 – 2595 Main Street  
Winnipeg, MB R2V 4W3  
Subsidiary Offices:

Kenora • Midland • Ottawa • London • Sandy Lake • Winnipeg

# Job Board Posting



Careers.Indigenous.Link

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## Manager, Marketing, Digital Strategy & Social Media

<b>Job ID</b>	<b>74-43-B0-7B-E2-AB</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=74-43-B0-7B-E2-AB">https://careers.indigenous.link/viewjob?jobname=74-43-B0-7B-E2-AB</a>	
<b>Company</b>	Indspire	
<b>Location</b>	Toronto, Ontario	
<b>Date Posted</b>	From: 2020-07-16	To: 2020-08-14
<b>Job</b>	Type: Full-time	Category: Creative Media and Writers
<b>Job Start Date</b>	September 1, 2020	
<b>Languages</b>	English	

### Description

Indspire is an Indigenous national registered charity that invests in the education of Indigenous people for the long-term benefit of these individuals, their families and communities, and Canada. With the support of its funding partners, Indspire disburses financial awards, delivers programs, and shares resources with the goal of improving educational outcomes for First Nations, Inuit, and Métis students. Through Indspire's education offerings, we provide resources to students, educators, communities, and other stakeholders who are committed to improving success for Indigenous youth. In 2019-20, Indspire awarded over \$17.8 million through more than 5,100 bursaries and scholarships to First Nations, Inuit, and Métis youth, making it the largest funder of Indigenous post-secondary education outside the federal government. Each year, the organization presents the Indspire Awards, a celebration of the successes achieved by First Nations, Inuit, and Métis people that is broadcast nationally.

Never has there been a better time to join this national leader!

We are currently hiring for a Manager, Marketing, Digital Strategy & Social Media. Reporting to the Vice President, Communications & Marketing, this role is accountable for Indspire's marketing and digital initiatives. The role creates, implements, tracks, and optimizes Indspire's digital and traditional marketing campaigns across various marketing channels. It also manages live online events, website design and maintenance, content development and digital branding guidelines, along with the supervision of a small number of staff.

The position responsibilities of the Manager, Marketing, Digital Strategy & Social Media include:

- Builds and executes social media strategy and engagement campaigns that attract stakeholders and support fundraising to develop a truly digi-centric - strategic approach
- Develops content that shares Indspire's impact on Indigenous issues across all digital and social media channels, builds meaningful connections and encourages stakeholders to act and support Indspire's giving strategy
- Executes all online events, including webinars, live stream broadcasts and managing virtual conferences

- Develops and executes a digital outreach strategy that engages First Nations, Inuit, and Métis communities, post-secondary education institutions, past and present participants of Indspire programs
- Maintains presence across all relevant social media platforms, including writing engaging content and relevant digital imagery
- Establishes goals, timelines, and deliverables in alignment with strategic plans
- Manages and coaches staff
- Manages marketing, digital strategy and social media budget
- Works across the organization providing advice and receiving feedback
- Owns and maintains site analytics, metrics, campaign reporting, including recommendations for optimizing website and social media engagement
- Creates digital editorial content calendar and messages specific to campaigns and events, considering optimal posting schedule (web traffic and stakeholder engagement metrics)
- Monitors online discussion forums and social media to manage Indspire's brand perception and acts quickly to report any challenges or opportunities arising
- Develops and updates monthly newsletter and other online tools as required
- Promotes events (conferences, speaking engagements, webinars, donor events, etc.) pre, during and post event including live events
- Manages and updates webpage content with active stories and calls-to-action
- Acts as primary contact with Indspire technical partners to ensure ongoing website functionality and maintenance according to service agreements with partners and suppliers
- Monitors and keeps informed about social media data/metrics, trends, innovations and issues in online marketing, changes to social media platforms and advocates for continuous improvements

#### Qualifications

- Bachelor's degree in marketing, journalism, public relations, media, communications, or equivalent experience
- Progressive experience, usually demonstrated through a minimum of 5 years or more experience in a similar role, including at least 3-4 within a digital agency
- Demonstrated leadership, ability to think outside the box and be innovative
- Ability to take measured risks
- Solid experience in leading/managing staff
- Knowledge of the issues affecting Indigenous peoples and experience in Indigenous communities preferred
- Demonstrated willingness to learn and be culturally competent
- Experience leading the deployment and execution of live online events
- Experience building online communities through digital outreach
- Strong knowledge of and passion for digital and interactive creative, and eagerness to collaborate with internal and external stakeholders to develop best-in-class digital solutions
- Experience managing websites and content, leading campaign development, creative brief development, and leading creative execution
- In depth knowledge of SEO and Adwords programs
- Strong skills in Microsoft Office Suite, Adobe Creative Suite, and working knowledge of HTML and CSS, along with proficiency in Google Analytics, Adwords, Facebook and Instagram marketing campaigns

- Understand at an intermediate level how CMS systems work and have ability to learn new systems and backend procedures
- Excellent judgment and analytical skills
- Good multi-tasking and organizational ability
- Excellent writing skills, editing (photo/video/text), presentation and communication skills
- Design skills with ability to deliver creative content (text, image and video)
- Technical knowledge in photography and videography an asset
- French language skills an asset
- Must be able to work occasional evening and weekends and possess a willingness to travel within Canada.

The duties within this job description may be amended from time to time.

### **How to Apply**

This is a full-time position based at Indspire's Toronto office. The salary range is competitive with a comprehensive benefits package, including pension plan.

We are an Indigenous organization whose mandate is to promote opportunities for Indigenous people. We encourage applications from qualified First Nations, Inuit, and Métis people and all others interested in the position.

To apply, please forward your résumé and cover letter to [hr@indspire.ca](mailto:hr@indspire.ca). All qualified candidates will be contacted directly. Only those candidates selected for an interview will be contacted. No agency calls please. To learn more about Indspire, visit [indspire.ca](http://indspire.ca).

Deadline for Applications: Friday, August 14, 2020