



# 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:

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# Job Board Posting



Careers.Indigenous.Link

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## Senior Producer, Digital (English Services)

**Job ID** 91-C2-F5-6A-A6-24

**Web Address**

<https://careers.indigenous.link/viewjob?jobname=91-C2-F5-6A-A6-24>

**Company** CBC/Radio-Canada

**Location** Edmonton, Alberta

**Date Posted** From: 2018-10-25

To: 2018-11-25

**Job** Type: Full-time

Category: Broadcasting-Media

**Languages** English

### Description

What it's like working 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.

Your role

CBC Edmonton is looking for a Senior Producer to lead our digital strategy and content teams. Reporting to the Executive Producer, News, the successful candidate will plan, conceive, organize, and/or develop the production and realization of compelling digital content to CBC's web, mobile and social platforms. An editorial leader in the newsroom, the Senior Producer is an advocate for creative digital storytelling techniques, and will be responsible for developing and implementing a comprehensive digital and social engagement strategy.

We are looking for a dynamic journalist with experience and knowledge of digital, broadcast and social media strategies, an understanding of how audiences consume content across platforms, and a proven track record of targeting and growing audiences in the digital landscape. You will be well-versed in emerging digital trends and platforms and have a superior understanding of analytics and how to leverage them and learn from them.

In this role, you will collaborate with the assignment desk to help direct journalists to cover breaking news and enterprise stories, and play a key role in the rollout of editorial projects, investigations and events such as elections, live broadcasts, provincial budgets and community outreach.

An experienced leader, you will guide, coach and support the members of the digital content team, collaborate with our communications department, and work closely with digital units across CBC. You will track our results, use them to refine our approach to web, mobile and social content, and share what you learn with your colleagues.

You will play an integral role in the Local Services strategy with a focus on three priorities:

**Content:** In this role, you will ensure that all CBC journalistic standards are met and that our stories

are fair, balanced, accurate, thoughtful, immediate and resonate with the communities we serve. You will further our original, enterprise and investigative storytelling and ensure we are talking about what matters most to people throughout Edmonton. Youâ€™re innovative and will champion new story treatments and new workflows, and will help create a diverse range of content on our digital and social platforms. Youâ€™re not afraid to take creative risks, and you inspire others to do the same.

**Community:** As the industry shifts, local news and community storytelling is more important than ever. You will understand the diverse and changing population in Edmonton and the importance of reflecting all our communities in our content.

**Culture:** You live and promote an inclusive and respectful work culture. You have a solid understanding of the diverse culture of Edmonton.

### **Experience**

Minimum seven years recent experience in a multi-platform news environment.

### **Education Requirements**

University degree or equivalent.

### **Essential Skills**

Strong journalistic skills, with excellent news judgment and the ability to work effectively under 24/7 online newsroom deadline pressure.

Substantial experience vetting, editing, fact-checking and packaging digital news content.

Superior leadership, coaching and mentoring skills, with the demonstrated ability to motivate teams and encourage creativity.

Ability to assign, manage staff, coordinate with other departments in a productive manner, and mediate disputes as they arise.

High-level knowledge of legal and ethical issues related to journalism.

Extensive knowledge of the issues and diverse communities of the Edmonton area.

Ability to manage large volumes of fast-moving information and ensure material is directed appropriately.

Experience developing and executing digital and social strategies including setting objectives, tracking results and reporting on outcomes.

Experience in audience targeting, search engine optimization, digital analytics, and social media engagement and metrics.

Excellent communication and interpersonal skills.

Strong team player.

Advanced skills in Polopoly, Adobe Analytics/Omniture, CrowdTangle, Photoshop, MPX, Facebook, Instagram, YouTube, Snapchat and Twitter.

Canadian Press style; knowledge of CBCNews.ca style an asset.

Candidates may be subject to skills and knowledge testing.

### **How to Apply**

If this sounds interesting, please apply online! We thank all applicants for their interest, but only candidates selected for an interview will be contacted.

<http://cbc.taleo.net/careersection/2/jobdetail.ftljob=EDM00594&lang=en>