



# 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.

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# Job Board Posting



Careers.Indigenous.Link

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## Senior Communications Officer (English Services)

<b>Job ID</b>	<b>A4-76-79-F2-C3-74</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=A4-76-79-F2-C3-74">https://careers.indigenous.link/viewjob?jobname=A4-76-79-F2-C3-74</a>	
<b>Company</b>	CBC/Radio-Canada	
<b>Location</b>	Winnipeg, Manitoba	
<b>Date Posted</b>	From: 2020-12-04	To: 2020-12-19
<b>Job</b>	Type: Full-time	Category: Broadcasting-Media
<b>Languages</b>	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

CBC/Radio-Canada in Winnipeg is looking for a dynamic Senior Communications Officer (Marketing) to join the Communications, Marketing and Brand team. You will execute a variety of marketing/communications strategies, projects and initiatives to support CBC's digital, radio and television programming and will report to the Regional Communications Manager. You are someone with a passion for CBC, a flair for connecting with audiences, an innovative spirit and someone who thrives in fast-paced environments with multiple priorities.

Some of the duties for this position may include:

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

Creating and executing creative social media strategies 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 and audience engagement for CBC Manitoba. Work closely with community partners to develop community engagement strategies and plans through sponsorships and partnerships, and CBC-owned events or outreach.

Cultivating and managing relationships with internal and external partners.

### Experience

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

### Education Requirements

Post-secondary degree in Marketing, Communications, Public Relations, or related discipline.

### Essential Skills

We are looking for a candidate with the following:

Superior social media marketing skills with demonstrable success creating and executing social strategies/campaigns, including paid campaigns, and managing brand social channels.

Demonstrated ability to successfully plan and coordinate events and forums (in-person and virtual).

Keen understanding of digital/social trends and best practices with the ability to put into real-time practice.

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.

A 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.

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.

A strong desire to live and promote the values of diversity and an inclusive and respectful work culture.

Ability to work remotely or in the CBC Manitoba 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.

Post-secondary degree in Marketing, Communications, Public Relations, or related discipline

Must possess a valid driver's license as well as a driving record that meets the minimum requirements of CBC/Radio-Canada's insurance company.

Candidates may be subject to skills and knowledge testing.

### How to Apply

Click Apply Now!