



# 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

Toll Free Fax: (877) 825-7564

L9 P23 R4074 HWY 596 - Box 109

Keewatin, ON P0X 1C0

# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/24

## Specialist, Social Media/ Digital Marketing (Position Can Be Located Anywhere In Canada)

**Job ID** B3-9A-32-2D-7F-78

**Web Address**

<https://careers.indigenous.link/viewjob?jobname=B3-9A-32-2D-7F-78>

**Company** Canada Mortgage And Housing Corporation (CMHC)

**Location** Anywhere In Canada, Across Canada

**Date Posted** From: 2020-11-19 To: 2020-12-19

**Job** Type: Full-time Category: Creative Media and

Writers

**Languages** Bilingual (English And French)

### Description

Sector: People and Strategy

Language Designation: Bilingual

Language Skill Levels (Read/Write/Speak): CBC

Salary Range: \$76087.66 to \$95109.58

Position Status: Permanent Full Time

Weâ€™re not your typical government agency

Canada Mortgage and Housing Corporation (CMHC) exists for a single reason: to make housing affordable for everyone in Canada. Weâ€™re mobilizing the expertise and energy of governments, non-profits, lenders, developers, social entrepreneurs and co-ops to create the future of housing. At CMHC, we believe that everyone in Canada should have a place to call home.

Experience a Results-Only Work Environmentâ„¢ (ROWEâ„¢)

At CMHC, we trust you to get the job done. Weâ€™ve shifted from managing people to managing work. Each employee is 100% autonomous and 100% accountable. You can choose where you need to be and when you need to be there to meet your objectives. Youâ€™re in control of your time and are trusted to make the right decisions.

This position reports to the Media and Digital Engagement team in the Communications and Marketing Division, Office of the SVP, People and Strategy sector.

#### About the role

Weâ€™re constantly evolving to build an inclusive housing system through research, design, innovation, and partnerships. Your expertise in developing engaging content and in digital marketing techniques will help us plan and deliver social media as part of CMHCâ€™s online presence to drive program and brand awareness.

#### What you will need

â€¢ Undergraduate degree in a related field such as marketing, public relations, communications, business administration or journalism.

â€¢ Minimum of five years of social media experience, with demonstrated track record in managing

both paid and organic presences and growing social media for company brands.

• In-depth knowledge of latest digital marketing trends, practices and techniques.

• Excellent project management and organizational skills, including the ability to multi-task and manage numerous projects concurrently.

• Strong written and oral communication skills in both official languages, including the ability to speak and write clearly, succinctly and persuasively for a variety of audiences.

• Experience in livestreaming and conducting two-way engagement activities.

• Experience sourcing and managing content development and publishing, along with an understanding of visual communications and graphic design processes.

• Demonstrated relationship-building and consulting skills.

• Solid understanding of social media measurement and analytics

• Facebook Blueprint and Hootsuite Platform Certifications are an asset.

What you will be doing

• Coordinating the implementation of CMHC's social media strategies, activities and policies.

• Developing, planning and executing social media engagement activities and campaigns including paid marketing campaigns to build awareness or drive conversions in order to improve the performance of our online presence.

• Setting up and optimizing CMHC's online presence on each platform to increase the visibility of and engagement with the company's social content.

• Developing an editorial calendar and content for social media channels.

• Integrating social media into communications and marketing strategies to support business priorities and objectives.

• Managing CMHC's online reputation, leveraging online platforms and tools.

• Providing strategic advice and guidance to business lines, regions, internal and external clients to identify social media and digital marketing opportunities to help meet their objectives.

• Writing great engaging social media copy to stimulate user engagement for a variety of platforms and audiences.

• Project manage the production of visual assets for digital content marketing, working with graphic designers and video producers as required.

• Developing and providing training and tools to CMHC employees, management and business lines on best practices to enable them as brand ambassadors.

• Working closely with Communications and Marketing colleagues to review measurement, discuss results and propose strategic improvements and ensure that corporate goals are met.

## **How to Apply**

Does this sound like you

Click the "apply now" button and create an account (it should take about 30 seconds).

We're excited to hear from you!

Posting closing date: Note, the competition may remain active until filled.

Job Requisition ID: 5149

Office Location: Charlottetown (PE); Halifax (NS); Moncton (NB); Montreal (QC); Ottawa (ON);

Quebec (QC); St. John's (NL); Thunder Bay (ON); Toronto (ON); Vancouver (BC)

Security Requirement: Reliability Status

Travel Requirement: Limited

We sincerely thank all candidates for their interest, however, please note that only those applicants selected for further consideration will be contacted.

#### Diversity

CMHC is an employer that values diversity and encourages the learning and use of both Canada's official languages. CMHC is committed to employment equity and actively encourages application from women, Indigenous people, persons with disabilities and visible minorities

\*If selected for an interview or testing, please advise us if you require an accommodation.