



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.

Corporate Headquarters:
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Job Board Posting



Careers.Indigenous.Link

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Agent.e Des Medias Sociaux / Social Media Officer

Job ID	C4-DE-3E-55-25-AE		
Web Address	https://careers.indigenous.link/viewjob?jobname=C4-DE-3E-55-25-AE		
Company	Universite Bishop's / Bishop's University		
Location	Sherbrooke, Quebec		
Date Posted	From: 2023-01-10	To: 2023-07-09	
Job	Type: Full-time	Category: Creative Media and Writers	
Job Start Date	Des que possible / ASAP		
Job Salary	De / From 23.56\$ A 30.75\$ De L'heure / Per Hour (Poste Syndique / Unionized Position))		
Languages	Excellentes Capacites Redactionnelles En Anglais; Francais (atout)/Excellent English Writing Skills,		
French (asset)			

Description

Les enonces suivants sont destines a decrire la nature et le niveau de travail general. Ils ne representent pas une liste exhaustive de toutes les responsabilites, taches et aptitudes requises.

L'Universite Bishop's recherche un.e Agent.e Des Medias Sociaux pour un poste regulier a temps plein. Se rapportant au Directeur des communications, l'Agent.e des medias sociaux sera responsable de mettre en oeuvre et actualiser la strategie de presence de l'Universite sur les medias sociaux. Les medias sociaux consistent en une vaste gamme de canaux et d'outils de communication, incluant, sans s'y limiter, facebook, twitter, Instagram, LinkedIn, TikTok et YouTube. Utilises a bon escient, les medias sociaux sont de puissants outils permettant a l'Universite Bishop's et sa communaute d'interagir avec de potentiels futurs etudiant.e.s, les etudiant.e.s actuels, les parents, les employe.e.s, les diplome.e.s, ainsi que diverses autres communautes d'interet au sujet de la vie universitaire. Les medias sociaux sont utiles pour nos interactions personnelles, les occasions de réseautage professionnel, ainsi que pour atteindre nos objectifs de communication lorsque nous devons représenter l'Universite Bishop's, ses facultes et ses programmes. La semaine de travail est de 35 heures, du lundi au vendredi avec des soirees et fins de semaine occasionnelles.

Nature des taches

- Creer et contribuer de l'information aux canaux de medias sociaux du Bureau des communications et d'autres parties prenantes afin d'optimiser la reputation de l'Universite aux niveaux local, provincial, national et international ;
- Fournir des avis et mettre en oeuvre la strategie des medias sociaux de l'Universite Bishop's ;
- Favoriser la comprehension et l'appui a l'image de marque, la mission, la vision, et les objectifs de Bishop's afin de permettre au personnel, aux diplome(e)s, aux etudiant(e)s et aux ami(e)s de l'Universite d'etre des ambassadeurs/rices de l'Universite ;
- Fournir du soutien, des conseils, et developper des contenus de medias sociaux a la direction;
- Travailler en collaboration étroite avec les autres membres du Bureau des communications et des STI afin de veiller a ce que les projets de medias sociaux soient livres a temps et selon les budgets prevus ;
- Etablir et maintenir une liaison avec divers intervenants sur le campus afin de gerer et publier du contenu, en respectant les gabarits, normes et procedures de communications ;
- Concoit et execute des strategies de medias sociaux competitives, par le choix judicieux de plates-formes, l'etalonnage, l'application de messages-cles et de publics-cibles ;
- Creer, manipuler, publier et partager quotidiennement du contenu (texte, images, video, ou HTML et autres) qui genere des interactions significatives pour l'Universite et sa communaute ;
- Effectue un suivi du contenu genere par les utilisateurs a l'egard des politiques et lignes directrices ;
- Creer des calendriers editoriaux d'evenements et de publications sur la base de messages-cles et de plans de communication ;
- Coordonner a l'occasion le travail de stagiaires etudiants et de sous-traitants ;
- Amelioration continue de l'impact sur les medias sociaux par la capture et l'analyse des donnees, le suivi des nouvelles et meilleurs pratiques, et mise en oeuvre de leur application ;
- Collaborer avec les divers departements afin de veiller au maintien et la gestion de la reputation, l'identification d'influenceurs-cles, et la coordination des activites ;
- Toute autre tache connexe, au besoin ;

The following statements are intended to describe the general nature and level of work performed. They are not representing an exhaustive list of all responsibilities, duties and skills required.

Bishop's University is seeking a Social Media Officer for a regular full-time position. Reporting to the Director of Communications the incumbent will oversee and maintain the University's strategy and presence on social media.

Social media encompasses a wide variety of channels and communication tools, including but not limited to sites like Facebook, Twitter, Instagram, LinkedIn, TikTok and YouTube. Social media, when used wisely, are a very powerful tool, allowing Bishop's University and its community members to engage prospective students, current students, parents, employees, alumni and other constituencies interested in the life of the University. Social media help develop personal connections, professional networking opportunities and our strategic communication objectives when we are charged with representing Bishop's University and its departments and programs. This position has a work week of 35 hours from Monday to Friday with occasional evenings and weekends required.

Nature of duties and responsibilities

- Creates and contributes to the Communications Office and other key stakeholders' social media channels & information to raise the profile of the University at local, provincial, national and international levels;
- Provides input and implements strategy for the Bishop's University social media channels;
- Builds understanding and support for Bishop's brand, mission, vision, and goals, to engage staff, alumni, current and prospective students and friends of Bishop's as ambassadors for the University;
- Provides support, advice, and development of social media content to senior administration;
- Works closely with other members of the Communications Office and other internal stakeholders to ensure social media projects are completed on time and on budget;
- Liaises with various campus stakeholders to curate and publish content, and follows university templates and communications protocol as per our guidelines;
- Builds and executes social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generates, edits, publishes and shares daily content (original text, images, video or various HTML and other supports) that builds meaningful connections for the University Community;
- Monitors all user-generated content in line with the social media policy and guidelines; engages with public comments when it is beneficial to do so; reacts and responds to private messages on institutional channels as warranted or required; refers controversial or sensitive interactions to senior management;
- Creates editorial calendar of events and publications based on key messages and communications plans;
- Coordinates on occasion the work of students and /or subcontractors
- Continuously improves the impact of social media messaging by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information;
- Collaborates with other departments to manage reputation, identify key players and coordinate actions
- Performs additional similar / related tasks as required.

Experience

- Plus de trois ans d'expérience / More than 3 years of experience;
- Expérience avec les diverses plates-formes de médias sociaux telles que Facebook, Twitter, Instagram, TikTok, YouTube, Wordpress ainsi que des outils de gestion de médias sociaux tels que Hootsuite, Juicer, etc. dans un contexte corporatif ou institutionnel /Experience with various social media platforms such as Facebook, Twitter, Instagram, TikTok, YouTube, Wordpress as well as social media management tools such as Hootsuite, Juicer, etc. in a corporate and/or institutional setting ;
- Expérience en publicité sur les médias sociaux est un atout / Experience with social media advertising an asset

Education Requirements

- Baccalauréat, préférentiellement dans les domaines du journalisme, des communications, du marketing, ou des lettres / Bachelor's Degree, preferably in Journalism, Communications, Marketing or Humanities

Essential Skills

- Connaissance de HTML et d'Adobe Suite sont des atouts / Knowledge of HTML and Adobe Suite is an asset;
- Connaissance d'outils multimedia tels que DaVinci Resolve, Canva et équivalents est un atout / Knowledge of multimedia tools such as DaVinci Resolve, Canva, and equivalents is an asset;
- Familiarité avec le fonctionnement des équipements photographiques et audiovisuels /Familiarity with operating photo and audiovisual equipment ;
- Grand sens de l'organisation, attitude proactive, et esprit d'équipe /Organizational skills, proactive spirit, team player ;
- Les diplômé(e)s de Bishop's sont fortement encouragés à postuler / Bishop's graduates are strongly encouraged to apply.

Other

L'Université Bishop's applique un programme d'Accès à l'égalité en emploi issu de la Loi sur l'accès à l'égalité en emplois des organismes publics. L'université accueille les candidat.e.s qui s'engagent à respecter les valeurs d'équité, de diversité et d'inclusion et qui nous aideront à accroître notre capacité en matière de diversité et d'inclusion. Nous encourageons les candidatures de membres de groupes historiquement défavorisés et marginalisés, notamment les peuples autochtones, les membres des minorités visibles et ethniques, les personnes handicapées, les femmes et les personnes LGBTQ2S+.

Bishop's University implements an equal access employment / program under the Act respecting equal access to employment in public bodies. The University welcomes applicants who are committed to upholding the values of equity, diversity and inclusion and who will assist us expand our capacity for diversity and inclusion. We encourage applications from members of groups that have been historically disadvantaged and marginalized, including Indigenous peoples, visible and ethnic minorities, persons living with disabilities, women and LGBTQ2S+ persons.

How to Apply

Click "Apply Now"

S.V.P. faire parvenir votre curriculum vitae ainsi qu'une lettre de présentation, en indiquant pour quel poste vous appliquez d'ici le 29 janvier 2023, 16:00 à careers@ubishops.ca

Veuillez noter que seules les personnes retenues pour une entrevue seront contactées, et que des tests de sélection peuvent être administrés ; merci pour l'intérêt manifesté. Dans le processus de recrutement, nous fournissons un soutien aux personnes handicapées afin de répondre aux besoins en prévenant et en éliminant les obstacles à l'accessibilité. Si vous avez besoin de mesures d'adaptation pour participer en tant que candidat dans le processus de recrutement, veuillez contacter careers@ubishops.ca

If interested, please submit your curriculum vitae and cover letter, including what position you are applying for by January 29, 2023 before 4:00 pm to careers@ubishops.ca.

Please note that only candidates selected for an interview will be contacted and testing may be required; thank you for your interest. We provide support in the recruitment processes to applicants with disabilities, including accommodation that takes into account an applicant's accessibility needs.

If you require accommodation in order to participate as a candidate in the recruitment process, please contact careers@ubishops.ca