



# 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:  
Toll Free Phone: (866) 225-9067  
Toll Free Fax: (877) 825-7564  
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Keewatin, ON P0X 1C0

# Job Board Posting



Careers.Indigenous.Link

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## Social Media Marketing Manager

<b>Job ID</b>	<b>F4-52-1E-07-B2-60</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=F4-52-1E-07-B2-60">https://careers.indigenous.link/viewjob?jobname=F4-52-1E-07-B2-60</a>	
<b>Company</b>	First Nations Bank of Canada	
<b>Location</b>	Saskatoon, Saskatchewan	
<b>Date Posted</b>	From: 2019-04-22	To: 2019-05-22
<b>Job</b>	Type: Full-time	Category: Creative Media and Writers
<b>Languages</b>	English	

### Description

Social Media Marketing Manager

The Company:

First Nations Bank of Canada ([www.fnbc.ca](http://www.fnbc.ca)) is a federally chartered bank servicing Aboriginal and non-Aboriginal customers throughout Canada. We are focused on delivering superior customer service and offering a full range of personal and business banking products. First Nations Bank has a strong history of growth and profitability with a clear strategy of expansion in the Canadian marketplace and provides ongoing career opportunities for employees.

Location:

As a fast-growing financial institution we are looking for a skilled Social Media Marketing Manager to be based at our Head Office in Saskatoon, Saskatchewan on a Monday through Friday work week.

The Challenge:

Utilizing your passion for social media and savvy marketing skills you will maintain a high standard of communication and will be accountable for planning, implementing and monitoring the Bank's social media to build brand awareness, strengthen relationships with our communities and provide real-time customer service. Our business allows you to draw upon your creativity to contribute to the development and execution of marketing programs to achieve objectives regarding brand awareness, profitability and market share.

Key responsibilities include, but are not limited to:

- developing and posting organic content based on an annual calendar
- planning and implementing advertising campaigns targeted to key audiences, markets and/or regions
- establishing a strong brand voice for FNBC on social media and inserting the Bank's brand into relevant conversations
- monitoring and responding to customer comments, questions and feedback
- staying on top of what's trending and what customers and stakeholders are talking about
- creating timely, fresh and shareable content to acquire friends, fans and followers
- identifying and building relationships with key social influencers in our markets
- drawing on social media analytics to shape content and campaigns and measure overall success

Qualifications:

- Minimum of 3 years experience in social media marketing which includes brand management
- Understanding of First Nation, Metis and Inuit cultures and communities
- Experience with basic graphic design, video editing and/or photography skills
- Ability to utilize software to post and schedule content and analyze the success and performance of campaigns
- Strong interpersonal and communication skills, both written and verbal
- Self-starter with a passion for social media who takes initiative to make a positive impact
- Self-confident and flexible with high energy for creativity
- A degree in Marketing and Communication would be a strong asset

Make First Nations Bank of Canada Your First Choice

We thank all candidates for their interest, however, only those selected for an interview will be contacted.

### Experience

Minimum of 3 years experience in social media marketing which includes brand management

### Education Requirements

A degree in Marketing and Communication would be a strong asset

### How to Apply

Please submit your cover letter and resume to: [hr@fnbc.ca](mailto:hr@fnbc.ca)