



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

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/07

Senior Advisor, Digital Media

Job ID	o5obgfwE-11775-5408	
Web Address	https://careers.indigenous.link/viewjob?jobname=o5obgfwE-11775-5408	
Company	EPCOR	
Location	Edmonton, Alberta	
Date Posted	From: 2021-07-23	To: 2050-01-01
Job	Type: Full-time	Category: Utilities

Description

Highlights of the job

We are hiring a Full-Time Permanent Digital Media Senior Advisor working out of Edmonton, AB! EPCOR's award-winning Public & Government Affairs team is evolving. As we take big steps to build our brand and push into new spaces, we're looking for great people to help us drive EPCOR's vision through best-in-class marketing, communications and leadership. The Senior Advisor, Digital Media is responsible for building, leading and executing engaging digital experiences that showcase the heart of who EPCOR is, advance our reputation as a leader of essential services and bring EPCOR's values to life. What you'd be responsible for

Digital Media Strategist We look to you to provide digital media expertise across EPCOR's social media channels. You'll oversee the development and implementation of digital campaigns across our social networks and owned channels, while integrating with the website. Working collaboratively with the larger marketing and corporate communications teams, it is your mission to help grow our brand, support our customers and mitigate risks.

Brand Builder You are the ultimate brand ambassador, hands-on in developing, integrating and evolving our brand in a way that defines who we are as a company and reflects our values. Our employees have spirit and a passion for what they do, and it is up to you to take this energy and translate it into moments that matter across our digital channels.

Team Player We are a small, but experienced team. An important part of the role is the ability to coach and support other individuals. You will need to be a great collaborator, someone who fosters and grows relationships and is comfortable with working with all levels in our organization.

Community Builder You know the power of the community, aligning yourself with third party voices and having others in your corner around important issues. You have a knack for knowing who's who in the social community and are an expert in finding shared values and amplifying collective voices.

Continuous Improvement You understand the importance of knowing what's on the horizon - emerging trends in your profession, industry and technology - and then, how to build them into your campaigns with trackable metrics and measured results. You set the tone by developing and maintaining appropriate standards, guidelines and processes that underpin a successful social media presence.

Customer-oriented Knowing that our customers are at the center of what we do, you'll be focused on working with our customer care groups to ensure we provide service to those customers who prefer to connect with us on social media. You'll play a supporting role for our digital and customer care teams while we start exploring our evolution in providing social customer service.

What's required to be successful

Bachelor's degree in the areas of Communications, Journalism, Marketing or a related field is required. A minimum of 5 years in the marketing or communications fields focused on online media channels, marketing, advertising and/or social community management is required. Demonstrated experience in delivering effective, measurable marketing across a range of marketing, promotional and advertising channels. In-depth knowledge and use of digital environments, social networks and engagement platforms. Fully engaged in current web, social and digital concepts, techniques and trends. Experience with Microsoft Office (Word, PowerPoint, Outlook, Excel, Publisher), Google (Analytics, Tag Manager, Data Studio, Adwords), Hootsuite/Social Bakers, and various Cloud applications including Asana. Experience with Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere) and Microsoft SharePoint would be considered assets. Actively using social media (Twitter, Facebook, Instagram, etc.); ability to analyze strengths, weaknesses, and relevance to the organization, and predicting trends on the horizon. Applying sound communications, public relations, marketing fundamentals to every project.

Other important facts about this job

Jurisdiction: CSU52Class: P2Wage: Starting at \$46.89 per hour; placement based on qualifications, credentials and experience; these rates may change subject to ratification of a new Collective Bargaining AgreementHours of work: 80 hours biweekly Â Application deadline: August 8, 2021 Â Learn more about Working at EPCOR! Â Please note the following information: Â A requirement of working for EPCOR is that you are at least 18 years of age and legally entitled to work in Canada. (A copy of a valid work permit may be required.)If you are considered for the position, clearance on all applicable background checks (which may include criminal, identity, educational, and/or credit) and professional reference checks is required. Some EPCOR positions require an enhanced level of background assessment, which is dictated by law. These positions require advanced criminal record checks that must also be conducted from time to time after commencement of employment.A technical/practical assessment may be administered during the selection process and this exercise will be used as a part of the selection criterion.To meet the physical demands required of some positions, candidates must be in good physical condition and willing to work in all weather conditions. Clearance on pre-placement medical and drug and alcohol testing may be required.

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For more information, visit [EPCOR for Senior Advisor, Digital Media](#)