

We're recruiting for a...

Social Media & Content Specialist

The Social Media & Content (SMC) Specialist is an integral part of the Marketing and Communications team. Reporting to the Director of Marketing and Communications, the SMC Specialist plays a pivotal role in the development of creative and compelling content for all aspects of the Centre's programs and projects, and acts as the voice of the Centre for all social media channels.

The SMC Specialist is responsible for ensuring the efficient production of content in alignment with the marketing strategy for visual and performance art, arts education, heritage and the organization as a whole.

The SMC Specialist will own the content creation process end-to-end, generating innovative approaches to marketing and communications challenges, while maintaining a consistent and high standard of excellence. The ideal candidate is a self-starter that has the ability to write persuasively and work collaboratively with a wide range of internal and external stakeholders. The successful candidate will have a strategic approach to content creation, monitoring benchmarks, and measuring the impact of social media programs, and the ability to analyze and report on the effectiveness of campaigns.

Candidates interested in applying for this position should have:

- 3-5 years of experience in a Social Media Specialist role or related position;
- Bachelor's Degree or Diploma in Marketing, Communications, Media, or a related field, or an equivalent combination of success, education and/or related experience;
- Strong writing, editing, photography, and content creation skills;
- Considerable experience preparing content, copy, and messaging in a variety of styles, voices, and tones, adaptable to the target audience;
- Exceptional time management skills; the ability to manage one's own time in coordination with others, and across multiple projects, teams, and schedules;

- Experience working with Adobe, including Photoshop and Illustrator;
- Thorough experience in Facebook, Twitter, Instagram, Youtube and LinkedIn, along with Facebook Pixel and other supporting software;
- Strong attention to detail;
- Ability to work and produce content in both official languages is considered an asset.

The Social Media & Content Specialist is a full time, permanent position, beginning as soon as possible.

How to Apply

Candidates interested in pursuing their career with an organization that inspires Canadians through heritage and the arts, and celebrates the origins and evolution of Canada as a nation should submit a résumé and covering letter, and work samples demonstrating experience with:

- product and/or event photography;
- content development for marketing campaigns or social media campaign; or
- other work samples suitable to the position.

Applications can be made to the attention [of](#) John Mooy, Director of Human Resources, by email at jmooy@confederationcentre.com or in hard copy during regular business hours at the Administration Offices located at 145 Richmond Street in Charlottetown.

Closing Date: Wednesday, May 25, 2022

We appreciate the interest of all applicants for this position. However, only candidates selected for an interview will be contacted.

Confederation Centre of the Arts is committed to providing equal opportunities in employment. We welcome and encourage applications from people with disabilities and upon request will accommodate candidates taking part in all aspects of the recruitment and selection process.