

Content Creator

Position Summary:

The energy industry in Canada is rapidly changing. Electrification will form a big part of Canada's energy transition away from fossil fuel consumption, and technology advancements will impact jobs and skills requirements. EHRC is well-positioned to support the electricity sector in Canada in being a leader in this transition to better prepare the future workforce – one that is highly skilled, diverse and innovative.

The Content Creator role is part of the Marketing and Communications team. You will work on developing and editing content for many different initiatives including, but not limited to, social media, websites, blogs, newsletters, editorial pieces, and video production. You are always on the look-out for opportunities to repurpose content assets for extended life and use on various platforms. You will work closely with our stakeholder engagement and programs teams to execute these initiatives for EHRC. The scope will range in size from small social media campaigns to larger multi-discipline marketing initiatives.

The successful candidate is a self-starter and a persuasive storyteller. You are inquisitive and a skilled writer specializing in the development of shareable and interactive digital content that can be deftly tuned to match audience. Being comfortable working behind the camera and staying on top of the latest trends are definite assets. Familiarity with some level of video editing is preferred for the creation of ads and variations. If you can come up with ideas on the fly, create digital content and work on the postproduction of projects, this is the job for you.

Key Responsibilities

- Ideate, create, edit, and execute digital content for all social media platforms for various initiatives.
- Working with cross-functional teams to support and develop content ideas
- Research industry related topics to inform content development
- Monitor industry content trends and make recommendations
- Strong passion and experience developing LinkedIn, Twitter, TikTok, Facebook and Instagram, , content.
- Self-starter/ability to look for opportunities and execute projects independently.
- Accomplished at understanding social media analytics and both strategizing and acting on ways to increase engagement.
- Monitor and measure web site traffic to determine content resonance/conversion/bounce rates and provide reports to management
- Foster positive, measurable digital interactions with EHRC's various digital channels.
- Raise awareness of EHRC's projects, programs, and research as it relates to Canada's energy transition.
- Enhance EHRC's online reputation and image among key stakeholder groups (including employers, unions, post-secondary institutions, and policy makers).

Education, Experience and Skills

- Post-secondary degree/diploma in communications, journalism, marketing or digital communications/marketing or an acceptable equivalent combination of education and experience.
- Minimum of 2 years experience in creating professional branded content primarily for digital, that is compelling, persuasive, on-brand and capable of engaging a broad range of audiences and fostering positive interaction.
- Proven writing, research, fact-checking and editing skills; Strong understanding of social media and digital marketing.
- highly developed story-telling skills and the ability to translate complex ideas into clear, compelling, and engaging content.
- Some experience producing branded content for print would be considered an asset.
- Strong knowledge of content creation process and ability to conceive and create common, effective content for an Omni-channel environment.
- In-depth knowledge of Google Analytics and other digital measurement tools, social media in particular, and the ability to analyze the data to improve performance of content.
- Experience working with a team and adhering to brand guidelines.
- Demonstrated ability to work as part of a team and to interact with creative professionals within a fast-paced environment.
- Results-focused, self-starter, highly motivated and detail-oriented with a high level of energy/sense of urgency, and an understanding of time-sensitivity.
- Strong organizational skills to manage multiple projects in a timely manner and flexibility to adapt to changing workload in a fast-paced collaborative environment.
- Strong inter-personal communication skills
- Sound judgement, initiative, creativity, imagination, flexibility, tact, and diplomacy.
- High standards for accuracy, responsiveness, integrity, and discretion.
- Familiarity with SEO, Hootsuite and WordPress considered definite assets.
- English writing and editing skills are essential and French is a definite asset.

Work Environment and Compensation

- Position based in Ottawa as part of a hybrid work environment (3 days in office, 2 days from home).
- Three weeks vacation to start.
- RSP matching after one year of service.
- Flexible health benefits package upon completion of probation.
- Professional development and skill-building opportunities.
- Small office environment with team of 20 staff.
- Very close to public transport, bike lanes, parking options, and local amenities.
- A good environment for professional growth.
- Some travel across Canada is required.
- Salary will be commensurate with experience and qualifications (\$48,000 – \$58,000).
- This is a full-time permanent position.



About EHRC (Electricity Human Resources Canada)

Electricity is one of Canada's essential utilities. More than 100,000 Canadians are involved in generating, transmitting, and distributing it. Their work powers homes and businesses across the country, fuelling everything from light bulbs, cell phones and refrigerators to water treatment plants and road vehicle assembly lines.

However, in the face of changing demographics and technology, the industry's highly skilled workforce needs to grow and adapt. Electricity Human Resources Canada is an enabler, a research hub, a convener, and an active partner helping industry meet these challenges to secure Canada's long-term electricity supply.

As a trusted source of objective research, information and tools about labour market and human resource trends, EHRC helps the Canadian electricity workforce grow and remain innovative while striving to improve the quality of service to Canadians. Above all, we provide evidence-based solutions to the human resource challenges facing the electricity industry.

EHRC is an enthusiastic equal opportunity employer. If you are selected for an interview and require special accommodations, please let us know. Please submit your application cover letter and resume. We thank all candidates for applying but only those candidates selected for an interview will be contacted.