



Digital Media Coordinator

Please submit your resume and cover letter by midnight (00:00) EST of 09 January, 2023.
Successful short-listed applicants will be notified via email by 17 January, 2023.

Electricity Human Resources Canada – We empower the people who power your world.

Position Summary:

The energy industry in Canada is rapidly changing. Electrification will comprise a bigger part of Canada's energy transition away from fossil fuel consumption for a healthier planet. This, coupled with rapid technology advancements, will impact skill requirements and available jobs for the future. Electricity Human Resources Canada (EHRC) is well-positioned to help lead the Canadian electricity sector in this transition by better preparing the future workforce to be one that is highly skilled, diverse, and innovative.

The Digital Media Coordinator role is a member of the Marketing and Communications team. You will work primarily on developing and editing content for many different initiatives including, but not limited to, social media, websites, blogs, newsletters, and editorial pieces. You are always on the look-out for opportunities to repurpose content assets for extended value across 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 well-organized self-starter and a persuasive storyteller. You are inquisitive and a skilled writer specializing in the repurposing of existing and creation of new content to fit a strategic narrative. Whether a 280-character tweet or a longer form article, you excel at the development of shareable and interactive digital content that can be deftly tuned to match target audiences.

We are a small but mighty team, and we punch way above our weight. It is never boring and there is no such thing as "not your job". You will be expected to take initiative, be resourceful and above all – communicate. If you have been self-employed, worked in a start-up, or had to wear multiple hats that change on a weekly basis, you are well suited to this position.

We will inform you if you have made the short list, at which point we will want to 3 extensive examples of your writing ability.

Key Responsibilities

- Take primary ownership of EHRC's digital and social media engagement.
- Conceive, create, edit, and execute (with quality checks) digital content for all social media platforms for various organizational initiatives.
- Working with cross-functional teams to support and develop content ideas, including text, imagery and calls to action.
- Research industry-related topics to inform content development.

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- Monitor industry content trends and make recommendations.
- Organize and maintain a social media content calendar.
- Possesses a strong passion for and experience in developing LinkedIn, Twitter, TikTok, Facebook, and Instagram content.
- Is a self-starter/ability to look for opportunities and execute projects independently.
- Is accomplished at understanding and reporting on social media analytics as well as creating and implementing a social media strategy to increase engagement within the context of EHRC's overall mission, brand, and marketing strategies.
- Monitor and measure web site traffic to determine content resonance/conversion/bounce rates and provide reports to management.
- Foster positive, measurable, digital interactions and engagement with EHRC's various digital channels and their audiences.
- Raise awareness of EHRC's projects, programs, and research as it relates to Canada's energy transition.
- Enhance EHRC's online reputation 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 5 years of 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 storytelling skills and the ability to translate complex ideas into clear, compelling, and engaging content.
- Strong knowledge of content creation and design processes 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 an integral part of a team and to interact with creative professionals within a fast-paced, entrepreneurial 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.

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Work Environment and Compensation

- Position is based in Ottawa as part of a hybrid work environment (3 days in office, 2 days from home).
- Three weeks vacation to start.
- Retirement Savings Plan (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.
- Proximity to public transport, bike lanes, parking options, and local amenities.
- An encouraging 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 – making mobile devices, electric vehicles, everything we need to live, work and play possible.

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.

You are encouraged to apply even if you do not check all the boxes. We thank all candidates for applying but only those candidates selected for an interview will be contacted.

Please address your cover letter to Chris Lawson, Director of Marketing