

Job Title: Snr Social Media Specialist
Reports to: Director of Communications
Location: Toronto, Canada
Department: Communications / Marketing

Seeking a Senior B2B Social Media specialist who can drive engagement on thought leadership posts and content. This role truly needs to understand the social media realm – and how to create ‘Buzz’ worthy social posts.

Seeking a candidate excited about enhancing the ContractPodAi brand with decision-makers and influencers on platforms like LinkedIn and Twitter. Responsible for developing, building, and posting SM content designed to engage and create demand. Works directly with the Director of Communications to develop strategy, adhere to the right messaging, tone of voice, and brand feel, all while hitting the team’s social media metrics.

Job Responsibilities
Drive social media publishing calendar for main content pieces, and blog post
Work with content specialists, graphic design, and other marketing team member to create and to ensure that content and imagery are aligned with social media posts
Curate appropriate content for the ContractPodAi feed
Amplify exposure for Press Releases, content launches, byline publications, media comments and quote, and so on. Develop creative ways of making these ‘Buzz’ generating posts.
Work on social media demand generation campaigns – to drive traffic, form completions, etc
Manage social media accounts promoting owned content, posts, and curated content
Recommend new approaches, or social media techniques that can help drive greater demand or brand awareness
Monitor social environments for comments on brand manage professionally and appropriately
Create a social media presence that draws influencers, and generates positive buzz
Monitor social environments – and proactively drive engagement and exposure opportunities

Requirements
Bachelor's Degree in Marketing, Communications or related
3-6+ years' experience in social media management
Proficient with Creative platforms (Adobe Illustrator/Photoshop, Canva) & Hootsuite
Proven success at growing followership and driving sales with LinkedIn / Twitter channels
Understanding of branding and how it carries across various channels
Solid Microsoft office skills (Word, Excel, Outlook, PowerPoint)
Depth in LinkedIn Campaign Manager and targeting, as well as Twitter & Facebook advertising platforms
Exceptional verbal and written communication skills (NO typos)
Experience developing B2B influencer campaigns that work
Work with LinkedIn / Twitter video clips – an asset
Manages multiple projects simultaneously with tight deadlines to deliver quality outcomes on time.
High level of attention to detail

To Apply:

- Forward CV to Careers@ContractPodAi.com
- Include a few examples of your 'Buzz' generating social media posts
- Include "Snr Social Media Specialist" in the subject line.