

LET'S TALK SCIENCE POSITION POSTING

Position Title: Social Media Specialist

Position Status: Full-time, parental leave coverage until October 2023. It includes:

- Competitive pay
- Comprehensive group benefit package
- Remote/work from home is available for the right applicant

Closing Date: Position will remain open until filled; however, applications are encouraged by 11:59 pm ET on May 10, 2022.

THE OPPORTUNITY

Let's Talk Science (LTS) is an award-winning, national charitable organization focused on education and outreach to support youth development. Through the creation and delivery of unique learning programs and services that engage children, youth and educators in science, technology, engineering and math (STEM), staff and volunteers support learning and skill development. Committed to inspiring and empowering Canadian youth to develop the skills they need to participate and thrive in an ever-changing world, Let's Talk Science offers programs, resources and services that motivate all ages to fulfill their potential and prepare them for future careers and roles as citizens. Let's Talk Science has excited, inspired and engaged more than 11.4 million children, youth, educators and volunteers in STEM since its inception.

We invite you to visit our website www.letstalkscience.ca to learn more about our organization.

POSITION

The Social Media Specialist will work to support the retention of our program users and drive program growth and awareness through digital channels. This role requires deep expertise in building demand and the successful candidate will be data-savvy and can quickly iterate and methodically improve campaigns so that our professional learning and program registration results improve month-over-month. If you have an interest in being a part of a creative marketing team, are comfortable working in English and French, and take ownership of projects from start to finish this could be the perfect opportunity for you.

This position reports to the Director, Marketing with accountabilities across the Marketing and Communications Team and with various business units within the organization.

Responsibilities:

- Develop, manage, and execute an end-to-end digital plan which includes but is not limited to website maintenance, campaign support, PPC, SEM, SEO, and email marketing
- Manage editorial calendar
- Develop a deep understanding of target audiences, programs, and the user journey
- Work closely with Marketing and Communications team members and outside agencies to support any digital elements of campaigns
- Distill a combination of different datasets (web, social and digital marketing) to create compelling reports outlining key learnings, as well as meaningful implications and
- actionable recommendations to help achieve overall organizational goals
- Build reporting based on social media and website analytics to inform content strategy and website navigation
- Contribute to and implement a content update strategy to ensure all digital communications channels and content in English and French are current and relevant
- Other duties as requested/required that are within the scope of the position

Requirements/Qualifications

- Proven ability to deliver consistently strong measurable results across paid and organic digital acquisition techniques
- University and/or College degree in Digital Marketing or a related discipline.
- Minimum five (5) years experience in a similar role or in an agency setting.
- Professional certifications in Social Media Marketing, Analytics, PPC, or a related field will be considered an asset.
- Demonstrated experience with social media strategy, content management, performance measurement, and platform management
- A data-driven mind with the ability to analyze metrics related to social media and engagement while making sound recommendations for improvements.
- Demonstrated experience with digital acquisition, SEM, SEO, and campaigns including using tools such as Moz, Google Analytics, Google Tag Manager
- Acute understanding of social media platforms from the content, audience, and technical perspective.
- Proficient in HTML, Drupal, Google Ads, MailChimp, Microsoft Office, and Adobe Creative Cloud.
- Active participant on Twitter, LinkedIn, Facebook, and Instagram.

Skills and Abilities

- Excellent relationship skills
- Excellent writing/creative writing and editing skills
- Ability to be flexible and work with multiple evolving projects at the same time
- Exceptional attention to detail with excellent planning and time management skills while working independently and with ambiguity
- Capacity to manage competing priorities and meet tight deadlines
- Ability to troubleshoot and resolve problems quickly
- Strong organizational and project monitoring skills
- Bilingual (English and French), highly desired
- Comfort with translation processes, an asset

Working Relationships

- Reports to the Director, Marketing.
- Works closely with other Marketing and Communications team members, and the Senior Leadership Team.
- Collaborates regularly with staff across the organization.

Let's Talk Science has a mandatory COVID-19 vaccination policy in place. Therefore, it is expected that the successful candidate will produce confirmation of vaccination or proof of a valid human rights exemption.

Let's Talk Science's national office is in London, Ontario but applicants from across Canada are invited to apply. Interested candidates should submit their resume and cover letter (including salary expectations) quoting "Social Media Specialist" as outlined below by 11:59 pm ET on May 10, 2022 to:

Shawna Agathos

Human Resource Generalist, Let's Talk Science

1510 Woodcock Street, Unit 12 London ON N6H 5S1

Or via email: hr@letstalkscience.ca (please submit all documents in one pdf file)

FAX: (519) 474-4085

Let's Talk Science invites applications from all qualified candidates. We are committed to employment equity and building a diverse workforce reflective of Canadian society and especially welcome applications from racialized persons / persons of colour, women, Indigenous persons, persons with disabilities, LGBTQ2S+ persons and others who may contribute to the diversification of ideas. Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations, please contact the Human Resources representative listed above. Please also note that applicants must be legally entitled to work in Canada. We thank everyone for their expression of interest and are

truly appreciative of the time individuals put into applying. However, with the limitations on time only those selected for an interview will be contacted.