

CONTENT DIRECTOR/MEDIA MANAGER – SENIOR LEADERSHIP ROLE

TERM: F/T STAFF CONTRACT

Canadian Centre for Civic Media and Arts Development Inc. operates as VX3 Exchange. We strive to connect the Canadian Afro-Caribbean community (*and other key demographics*) by way of producing media and event content that engages with a broader audience. We offer professionally guided models in media and the arts to create experiences that inspire **CULTURE**, **CREATIVITY** and **CONNECTIVITY** across Canada. Find out more about us at: www.vx3exchange.com – We are home to [VIBE105 \(105.5FM\)](#) Toronto.

We want YOU to join our community!

JOB DESCRIPTION

The role of the **Content Director/Media Manager** is to oversee the innovative and timely execution of content experiences across multiple platforms. This Senior Leadership role will actively identify and work collaboratively with community-based content creators to produce and distribute media/event properties designed for broadcast, digital and live presentation(s). Managing a team of creatives you will motivate, assist and ultimately curate a full calendar slate of media properties for mass market engagement. Specifically, you will manage content experiences to be broadcast/distributed across VIBE105 platforms (*and beyond*), support topline influencers in the production of culturally relevant experiences and generate omni-channel content that connects with and is of value to our target audience(s) and key demographic(s).

***NOTE: DUE TO CURRENT HEALTH RESTRICTIONS - OPERATIONS WILL BE A MIX OF REMOTE & ON-SITE**

QUALIFICATIONS:

Ultimately the role of the Content Director is to operate like an event director and content manager for broadcast and digital. This role will inspire innovative and engaging content experience relying on the following skillset:

- 3-5 Years of Experience in Engagement Marketing or Event/Broadcast Coordination
- Expert grasp of producing content/experiences for live, broadcast or social/streaming platforms
- Experience managing medium to large teams and ensuring optimal results
- Knowledge and/or passion for media - able to express concepts/ideas in creative ways
- Strong grasp of multimedia production tools for video, broadcast, audio, etc. (including thorough grasp and understanding of the ever-evolving media landscape.
- An entrepreneurial spirit is an asset – including grasp of financial management and budgeting
- Demonstrate an ability to work in a **remote team/collective environment**
- **Strong written and oral communication skills**
- Demonstrate **innovation, problem solving and multitasking skills**
- Detail oriented and **strong time management skills**
- Ability to **lead diverse teams, work independently** and take initiative
- Possess excellent knowledge of basic MS Office Suites.
- **Previous experience in a Senior Leadership Role is A MUST.**

SUMMARY DUTIES:

- Work collaboratively with administration to identify and nurture valuable content experiences that connect to key demographics
- Provide leadership and oversight to content development working in tandem with our roster of talent
- Conduct timely and regular evaluation of content effectiveness utilizing standard measurement models
- Guide Content Excellence strategies by way of regular meetings and ongoing observation
- Ensure content experiences align with the expectations of our community and commercial stakeholders

Applicant must send a cover letter, resume, samples for review and **MUST LIVE IN TORONTO/ GTA** and prepare to **work REMOTELY (Regularly) and ON-SITE (Occasionally)**. Please specify in your application your area(s) of interest and experience, including any accommodation(s).

If considered for the position applicant must provide three (3) professional and personal references.

Applicants should be confident, sociable, reliable, fast-learners, quick thinkers, and a self-starter. If you have these qualities, please email to schedule an interview (*via Zoom*). Looking forward to hearing from you!

Contract for F/T hours, Approx. **\$38,500 - \$42,500** (*starting base D.O.E. – performance bonuses and incentives available*)

Deadline: **June 31st, 2021 by 4:00 pm EST**

VX3 Exchange (CCCMAD Inc.) is an anti-sexist, anti-racist, anti-homophobic, anti-oppressive employment environment; and is committed to a diverse and equitable workspace. Only candidates selected for an interview will be contacted.

Job Contact Information - Send Submissions to:

Randy Reid, CEO/Lead Strategist

VX3 Exchange

c/o York University - The Student Centre, Suite 413

4700 Keele Street Toronto, ON M3J 1P3

Email: jobs@vx3exchange.com Fax: (416) 650-8052

Salary: **\$38,500 - \$42,500** (*starting base D.O.E.*)

Terms:

Full-Time Contract (*with potential for extension*)

Start Date: July 12th/2021

End Date: April 31st/2022 (*all contracts reviewed for renewal annually*)

Upon appointment, the role will be required to work flexible hours and complete a determined observation period. If necessary, the candidate will be provided with the necessary trainings during the first two weeks of their appointment. *Note: If identified, these trainings will then be compulsory to undertake. **ONLY CANDIDATES WITH A PREVIOUS EXPERIENCE WILL BE CONSIDERED FOR THIS ROLE.***