

## **CONTENT LEAD (MUSIC & CULTURE) – MID-LEVEL 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](http://www.vx3exchange.com) – We are home to [VIBE105](http://www.vibe105.com) (105.5FM) Toronto.

We want YOU to join our community!

### **JOB DESCRIPTION**

The role of the **Content Lead (Music & Culture)** is responsible for professionally guiding the creative expressions of our identified community-based creators. Specifically, this role will support the production and presentation of multimedia content that captures the full cultural and artistic range of our diverse communities. From broadcast programming to digital and event based experiences the Content Lead will expertly coach up the development and commercial scaling of branded and themed-based content. Cultural content covers the full range of expression from music to arts, language to heritage. However culture can also be expressed creatively – Our content leads will assist our identified creators in navigating the tools we have mobilized to capture cultural expression in the most creative and dynamic way possible.

You will contribute to the timely resourcing and recognition of culturally relevant media experiences and support the generation 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:

- Responsible for mentoring and coaching the development of engaging content experiences
- Provide evaluation and quality assurance of content experiences across multiple platforms
- Ensure timely and relevant execution and/or placement of programming by way of coordinating calendar initiatives and scheduled broadcast day parts
- Actively contribute to building a creative community by way of nurturing skill-sharing, recognition and ongoing evaluation.
- Oversee regular Talent Development meetings with core content creators
- Contribute to the innovation of content experiences
- Execute regulatory and project reports to appropriate stakeholders
- Liaise with partner organizations and businesses that have natural connections to our core audiences
- Maintain professional standards and stay up-to-date on trends and technical shifts in media

- Lead and participate in regular content development sessions whether 1-on-1 or group orientations
- Other duties as outlined in detailed description (to be provided)Detail oriented and **strong time management skills**

## SUMMARY DUTIES:

- 2-3 years producing multi-media creative content
- Experience in Marketing, Broadcast and/or Digital Media
- Working utility of Microsoft Word, Excel, and ALL Office Suites
- Operational knowledge of remote working solutions Trello/Slack etc. as well as ZOOM, etc.
- Mid-level to expert grasp of video and audio editing software bundles (*DaVinci Resolve, Adobe Creative Suites, etc.*)
- Knowledge of BIPOC communities and cultural trends

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. **\$18.75 - \$20 pr/hr** (D.O.E.)

Deadline: **June 31<sup>st</sup>, 2021 by 4:00 pm EST**

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*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**

Toronto, ON M3J 1P3

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

**Salary: \$18.75 - \$20 pr/hr** (starting base D.O.E.)

#### **Terms:**

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

**Start Date:** July 12<sup>th</sup>/2021

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

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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.***