

MARKETING COPY & CONTENT WRITER

TERM: PART-TIME FY 2021-2022 (Year-End April 31st/2022)

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 also home to VIBE105 (105.5FM) Toronto.

We want YOU to join our community!

JOB DESCRIPTION

Are you a successful wordsmith and information junkie who loves researching new topics and has perfected the art of storytelling? Can you produce writing that both educates our clients and drives sales? Can you write content with an analytical and statistical focus? Are you ready to use your talents to help companies grow their business through timely marketing campaigns?

If you thrive in a small but ambitious team environment and have a proven track record of researching and writing exceptional content for online marketing purposes, we want to hear from you. The successful candidate is able to write inspiring and engaging marketing and advertising copy that encourages the reader to take action. They possess a combination of exceptional writing and editing skills, a keen eye for detail and relentless drive to support strategic sales and marketing goals through culturally focused writing. Must be highly detail oriented with exceptional organizational skills. Ability to meet deadlines in a fast-paced environment.

Working in collaboration with the Sales, Promotions and Digital departments the Copywriter is responsible for writing content in advertising, lead nurturing emails, brochures, newsletters, white papers, landing pages and all other marketing assets for existing programs and new program launches.

***NOTE: DUE TO CURRENT HEALTH RESTRICTIONS - OPERATIONS WILL BE LARGELY OFF-SITE/REMOTE**

SUMMARY OF DUTIES:

The **Marketing Copy/Content Writer** will be introduced to the following opportunities:

- Develop, write, edit, proofread and fact-check copy for brand consistency and accuracy. Including but not limited to: blog posts, newsletters, promotional material, informational guides, white papers, lead nurturing emails, social media posts and scripting for broadcast, remote engagement and advertisers.
- Maintain content calendar for all assigned tasks.
- Research emerging social media/online content marketing trends & opportunities, to present internally as requested.
- Think outside the box in order to translate statistics, competitive market data (*government documents and internal surveys*) and other complex (*and sometimes boring*) topics into engaging ideas that can motivate prospective clients and audience members to engage with our content

- Write for your audience. You'll research and learn about our audience and write each piece of content with this audience in mind, - whether a B2C decision maker or millennial online shopper.
- Be comfortable interviewing experts. The content writer will interview experts, take the insights and learnings from these interviews, turning them into actionable advice and business articles.
- Understand SEO techniques and best practices as related to content writing to ensure content is keyword friendly.
- Enhance existing content by adding more text or media rich content to improve its ranking with search engines.
- Measure the effectiveness of your words by setting, tracking and reporting on insights and meaningful metrics (*KPIs*).

QUALIFICATIONS:

- Must have education in a Business/Marketing stream at the post-secondary level or equivalent
- The candidate must have previous experience providing solutions for marketing
- Manage time effectively to ensure measurable qualitative and quantitative results
- The successful candidate must have experience on PC and/or Mac platforms and proficient handle on all Microsoft Office Suites
- The successful candidate must be comfortable working within deadlines and meeting imposed timelines dictated by the project/campaign
- Experience/Interests with creative writing and marketing techniques
- Possess a natural interest for audience engagement and small business solutions
- Experiences and/or comfort using project workflow APPS like Trello (*preferred*) and/or Slack
- In-depth use of social-media platforms such as Instagram, Twitter, Facebook, etc.

Applicant must send a cover letter, resume, samples for review and **MUST LIVE IN TORONTO/ GTA** and prepared to **work REMOTELY** – including access to internet and web cam for Zoom sessions.

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

Applicants who have the qualities to successfully execute this role, please email to schedule an interview (*via Zoom*). Looking forward to hearing from you!

Contract for Fiscal Term: Approx. **\$16.50 - \$17** pr/hr (*negotiable based on experience*) / **10hrs pr/month**

Deadline: June 31st, 2021 by 5:00 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

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

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.***