

DIGITAL & CREATIVE MEDIA STRATEGIST – MID-LEVEL LEADERSHIP

TERM: F/T STAFF CONTRACT

Canadian Centre for Civic Media and Arts Development Inc. operates as VX3 Exchange. We strive to empower the Canadian Afro-Caribbean community (*and other key demographics*) by way of **producing media and experiential content** that engages with a broader audience. We collaborate with frontline members of the community 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 Digital & Creative Media Strategist is responsible for overseeing all aspects of the digital activity within the agency, with a focus on visual productions, web and social media properties. This key leadership position will successfully work with our business development and content divisions to deliver on the goal of optimizing the experience of our various engagement programs.

Working in tandem with our Content Leads you will identify ways to enhance and/or measure the experiences delivered by our talented pool of creators or meet the expectations of funded projects/campaigns. This role will confidently resource and influence the creative production of several passion driven projects to commercial shoots. The role will apply a strong grasp of film and digital platform experiences to guide the growth and connectivity of media productions and audience engagement strategies.

***NOTE: DUE TO ONGOING HEALTH RESTRICTIONS - OPERATIONS WILL SUPPORT A HYBRID OF REMOTE & ON-SITE**

QUALIFICATIONS:

The role of the Digital & Creative Media Strategist is to nurture and grow the portfolio of media/event properties within the VX3 creative eco-system. Specifically you will achieve success relying on the following skillset(s):

- 3-5 Years of experience in digital design, video productions and/or social media
- University degree or equivalent experiences
- 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 of suites and equipment*)
- Experience using data and metrics to measure impact and determine improvements
- Demonstrate an ability to work in a **remote team/collective environment**
- Strong problem-solving skills with the ability to find and implement creative solutions
- A focused individual, exceptional organizational skills with a high attention to detail
- Ability to **lead diverse teams, work independently** and take initiative
- Possess excellent knowledge of basic MS Office Suites and digital media is an asset.
- **Previous experience in a Senior Leadership Role is A MUST.**

SUMMARY DUTIES:

- Develop and implement best practices across website content, social strategy, measurement, and technical creative space management
- Assist in the direction of a digital content delivery plan to meet client objectives and create benchmarks for measurement
- Manage digital media teams around design, production and maintenance of inventory
- Inspire best practices to influence community-driven media strategies, plus recommendations for presentation and analysis
- Work closely with our brand(s), marketing, clients, project services and pool of creators to convert content experiences into digital media properties
- Generate regular reporting on content and programming performance
- Optimize website and social media channels for SEO as well as usability
- Plan and manage social media platforms, campaigns, web content and event calendars

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. **\$34,500 - \$37,500** (*starting base D.O.E. + monthly performance bonuses and incentives*)

Deadline: **JUNE 6th, 2022 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: **\$34,500 - \$37,500** (*starting base D.O.E. + monthly performance bonuses and incentives*)

Terms:

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

Start Date: June 20th/2022

End Date: April 31st/2023 (*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.***