

Job Posting

Alzheimer Society of Canada

The Alzheimer Society's vision is a world without Alzheimer's disease and other dementias. Our mission is to alleviate the personal and social consequences of Alzheimer's disease and related dementias and to promote research.

OUR VALUES

Collaboration Accountability Respect Excellence

The Alzheimer Society is an equal opportunity employer and we are dedicated to building a workforce that reflects the diversity of our communities in which we live and serve. We are also committed to inclusive, barrier-free recruitment and selection processes in accordance with the Human Rights Code and AODA and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Bilingual Social Media Specialist

Reports to: Senior Manager, Communications

Supervises: n/a

Job Summary

The Bilingual Social Media Specialist is responsible for increasing and enhancing the Alzheimer Society of Canada's digital presence on its website and social media platforms, including providing expertise and guidance in strategic social media to support the Society's brand; maintaining accountability for the day-to-day management of the social media presence of the Society, including moderation and posting; performing analytical and reporting functions for both day-to-day postings and focused campaigns; and performing other duties consistent with the job classification, as required. Working fluency in French and English is required.

Essential Duties and Responsibilities:

Social Media

- Provides expertise and guidance in strategic social media to support the Alzheimer Society of Canada's brand
- Develops the overarching social media and digital content strategy for the Alzheimer Society of Canada, which include achievable growth strategies for the Society's platforms (Facebook, Twitter, Instagram, YouTube and LinkedIn)
- Leads the concept and execution of the social elements for the Society's campaigns and programs; contributes to the strategy development of all campaigns developed by the Marketing & Communications
- Works closely with the Web Editor to develop and solidify the tone and voice of the Society's social media

Job Posting

- Produces and generates shareable, impactful content relevant to the audiences of the Society (e.g., people living with dementia, caregivers, researchers, donors, partner organizations)
- Leads efforts to capture new audiences and segment these audiences to further respond to their interests
- Defines targets and assists in updating the Marketing & Communication's editorial calendar, ensuring the department meets its project plans and objectives while supporting the overall marketing and communication goals of the Society

Operational Social Media Responsibilities

- Maintains accountability for the day-to-day management of the social media presence of the Society, including moderation and posting
- Creates copy for social media posts and marketing emails, developing innovative content that makes full use of our platforms
- Supports other departments at the Alzheimer Society of Canada (e.g., Fund Development, KTE/Research, Digital Solutions, Public Policy) in reaching their objectives and meeting their needs in social media and digital content
- Researches and maintains roster of relevant interest groups for dementia in Canada and their social platforms, and reshapes appropriate content as necessary
- Coordinates content from multiple sources and distills into copy that is relatable for and understandable by our audiences
- Establishes self as the expert resource on social media content & strategy for the Alzheimer Society of Canada and other Societies across Canada
- Collaborates with other Societies across Canada to ensure overall awareness and protection of the Alzheimer Society brand in Canada

Measurement, Analysis & Reporting

- Performs analytical and reporting functions for both day-to-day postings and focused campaigns; conducting ongoing analysis, measurement of effectiveness against goals in campaigns and programs
- Monitors site traffic on the Alzheimer Society's of Canada website and social media platforms and reports usage
- Provides timely reporting of metrics and key findings with recommendations on adjustments and improvement
- Builds a full social profile and analysis of competitors and similar organizations
- Monitors social media referencing the Alzheimer Society and related issues
- Works with leads to establish benchmarks, KPIs, and meet their objectives
- Assess innovations in online marketing opportunities

Job Qualifications

Education:

- Diploma or certificate in Communications or a related program of study.
- Equivalent combinations of education and experience will be considered

Job Posting

Experience:

- 3-5 years' experience, with a postgraduate qualification in digital media, marketing, communications and/or social media an additional advantage
- Previous experience in a not-for-profit organization is an asset
- Experience with digital marketing, including fundraising, audience development, customer relations management and political campaigning or advocacy

Other Knowledge, Skills, Abilities or Certifications:

- High level of working experience with Adobe Photoshop and Adobe Illustrator
- Good working knowledge of online social media platforms: Facebook, Twitter, Instagram, YouTube and LinkedIn
- Experience proficiency in Google Analytics; Google Data Studio or PowerBI an asset
- Familiarity with social media management tool Sprout Social an asset
- Familiarity with email marketing service Mailchimp an asset
- Excellent working knowledge of Microsoft 365 apps (Word, Excel, PowerPoints, Teams)
- Understanding of charitable sector and digital media and awareness of trends in social media
- Strong communications skills in writing, editing and presenting
- Strong marketing and brand communication skills including excellent social media writing skills.
- Capacity to champion and meet defined social media targets that promote, enhance and protect the Alzheimer Society of Canada's brand using proven audience development tactics, social media marketing tools and industry best practices
- Capacity to work within the Marketing & Communications team in responding timely to the needs of internal and external audiences, working quickly and effectively in time-sensitive projects
- Demonstrated interest in philanthropy, advocacy and the not-for-profit environment.
- Demonstrated capacity to develop, engage, retain/maintain, survey, steward and grow existing on-line communities.
- Ability to design and conduct webinars and transfer knowledge simply and effectively to internal and federation audiences.

Commitment to Equitable Recruitment

The Alzheimer Society welcomes those who have demonstrated a commitment to upholding the values of equity and social justice and we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, Black and persons of colour, persons with disabilities, people living with dementia, care partners and those who identify as LGBTQ2S+.

COVID-19 Vaccination

The Society requires that you be fully vaccinated for COVID-19, subject to any accommodation obligations you may have under human rights legislation.

We thank all who apply, but only those selected for an interview will be contacted.

Please submit your resume and cover letter to: resumes@alzheimerssc.org

Please include the 'Job Title' in the subject line.

Closing Date: April 13, 2022