

Corporate Social Media Writer

Position Overview

Corporate Social Media Writers. You can write for 1-20 different corporate leaders in their unique voices, highlighting their interests and amplifying their expertise and thought leadership. You can adjust content, brand voice and tone as appropriate to social channels. You employ techniques to increase engagement and follows, while adhering to strict company and brand guidelines. Covering a variety of new subjects and industries excites you.

Primary Responsibilities

Message Development

- Using advanced social media writing skills, write social media posts for a variety of platforms in appropriate tone of voice following client brand guidelines
- Structure and plan individual projects
- Edit, revise and review work in response to feedback
- Work to meet tight deadlines
- Work with clients to develop social media content on key topic areas
- Submit material for publication in the required and expected format

Project Management

- Report to ITFO editorial or project lead to coordinate all activities and programs
- Participate in internal project status meetings and ongoing project schedule updates
- Work on multiple projects simultaneously and understand project priorities in the context of agency and client expectations
- Create and maintain relevant project documentation
- Network with other writers as well as others involved in a program such as executives, client stakeholders and event organizers

Client Development

- Establish and nurture client relationships at a senior level
- Work with clients to understand their needs and suggest solutions that enhance their business
- Engage in client marketing activities, including helping maintain clients' online presence through social media
- Know the questions to ask to onboard each project smoothly
- Report and escalate problems to management as needed

Qualifications

Required:

- Advanced social media copywriting skills with impeccable attention to detail
- Ability to stay up to date on social media trends and tools
- Relevant post-secondary education and/or equivalent
- Ability to assimilate new information quickly and reflect that knowledge in the voice of the customer
- Ability to work with senior organizational leaders

Nice to have:

- Project management skills
- Internal communications experience
- Content management experience

This is a part-time to full-time contract role. To apply for this position, submit a resume and cover letter—or to ask questions—please contact: careers@itfo.ca