

## CAREERS

### SOCIAL MEDIA STRATEGIST

**Department:** Communications  
**Updated:** November 2024

**Reports to:** Senior Director, Communications  
**Location:** Ottawa, ON

#### POSITION PROFILE

Reporting to the Senior Director, Communications, the Social Media Strategist is responsible for developing, implementing, and managing the association's social media strategy. This includes creating and optimizing content and ad campaigns, ensuring coverage of key events and issues, and tracking engagement and campaign performance. This individual also engages with relevant news and activity, ensuring that social media efforts align with organizational goals and drive impact.

#### RESPONSIBILITIES AND TASKS

- Develops, implements, and manages IMC's social media strategy.
- Defines social media KPIs and provides regular reports to the Executive Team and Communications Advisory Team.
- Collaborates with other teams to ensure social media coverage of all relevant events, products, and issues.
- Develops, tracks, and optimizes social media ad campaigns to maximize impact and reduce costs.
- Creates and manages a variety of social media content, including text, audio, video, and graphics.
- Supports the Health Research Foundation with social media strategy, execution, and content creation.
- Supports the President with social media strategy, execution, and content creation.
- Stays up to date on social media trends and technologies, identifying issues, risks, and opportunities.
- Monitors industry news and activity, amplifying when appropriate.
- Maintains a content calendar with all aspects of content creation and delivery throughout the year.
- Ensures all content reflects the company's voice and brand.
- Other duties as per the direction of the Senior Director, Communications.

#### CONTACT

##### Internal:

- The Senior Director, Communications, and other IMC employees.



### External:

- Government officials, members and vendors

## QUALIFICATIONS

### Education:

- Undergraduate or university degree in communications, social media marketing, journalism, public administration, business, social sciences, or other relevant discipline.

### Experience:

- Minimum of five years' experience in a communications, social media coordination, or management capacity in one or more of the following areas: government, the voluntary sector, the private sector, healthcare, research, and the technology innovation sector.
- Demonstrated experience in developing social media content strategies and executing plans while managing a variety of projects and events in a fast-paced environment.
- Demonstrated experience working with social media management and analytics tools, including Hootsuite, Buffer, Google Analytics, Facebook Ads Manager, Twitter Ads Manager, LinkedIn Campaign Manager, Survey Monkey, etc.

### Skills:

- A self-starter who operates with a strong sense of collaboration, respect, and integrity.
- Excellent organizational skills and the ability to effectively manage multiple projects, priorities, and deadlines in a dynamic environment.
- Strong analytical and problem-solving skills, with a knack for developing creative solutions.
- Excellent English written and verbal communication skills.
- Strong interpersonal skills and ability to develop positive working relationships.
- Ability to work both independently and in a team environment.
- French is a strong asset.
- Graphic design skills are a strong asset.