



City of Oshawa, located just a short 30-minute drive from Toronto, is a progressive city of 172,000 people and is the economic engine of the eastern Greater Toronto Area. Our strategic pursuit of sustainable growth, excellent community service delivery and co-operative partnerships have enhanced our quality of life advantage, while maintaining a strong commitment to fiscal restraint.

Job Title: Regular Full-Time Social Media and Digital Officer

Posting Number: 004815

Department: Office of the Chief Administrative Officer

Branch: Corporate Communications

Location: City Hall

Posting Start Date: 2024/05/02

Posting End Date: 2024/05/24 by 4:30pm

Employment Group: Exempt

Salary Grade: O- \$94,032- \$110,625 per annum

Standard Weekly Hours of Work: 36.25

Shift Work Required: No

Job Description

Reporting to the Director of Corporate Communications or designate in the Corporate Communications Branch, the Social Media & Digital Officer is a creative storyteller who will shape the City's online presence and meaningfully engage with the City's online audiences. The successful candidate will develop and implement strategic social media campaigns, create impactful digital content that advances the City's image, and foster connections with the community through various digital channels.

Responsibilities:

- Provide overall oversight of all City social media channels, including day-to-day coordination of the City's Corporate social media accounts:
 - Develop and schedule impactful digital content (short-form videos, high-res photos, graphics, tailored social messages, etc.) across various social media channels to support City objectives, engage audiences and advance the City's image
 - Create, monitor and evaluate impactful social and digital strategies tailored to various communications mediums and channels
 - Prepare, execute and evaluate social media campaigns and strategies
 - Monitor and analyze metrics, performance and trends
 - Translate insights to optimize and strengthen future content and strategies for Facebook, X, Instagram, LinkedIn, etc.
 - Respond to comments, DMs and mentions on the Corporate social accounts
 - Engage with Oshawa's online communities and foster community connections
- Liaise with Branch colleagues and business areas to develop social media strategies and tactics that support the City's communications plans and the Oshawa Strategic Plan
- Manage the City's social media management platform, including content calendar, and work directly with the vendor and approved staff users:
 - Provide review and approval of social media content scheduled by approved staff
- Develop and manage corporate Social Media guidelines, procedures and policies
- Ensure the City's social media channels adhere to corporate policies, procedures and reflect industry best practices
- Develop and manage social media content templates for Branch colleagues and business areas
- Manage, coordinate and deliver staff training on social media platforms and the City's social media management platform
- Chair the City's internal Social Media Working Group
- Attend City events and facilities to capture engaging photo and video content
- Develop and implement paid online advertising campaigns to reach target audiences (e.g. Meta, Google, LinkedIn, Spotify, etc.)
- Develop and implement timely communications during crises and emergency situations, including in the Municipal Emergency Operations Centre

Requirements:

- Completion of a university degree or college diploma in digital and/or social media management, journalism, communications, marketing or a related field plus a minimum five (5) years of professional experience managing social media accounts, campaigns and online communities
- Superior knowledge and experience in various social media platforms and their algorithms, including but not limited to Facebook, X, Instagram, and LinkedIn
- Proven ability to build and engage with online communities

- Superior proficiency with social media management platforms and social media listening and management tools
- Excellent experience developing impactful digital content (e.g. short-form videos, high-res photos, graphics, tailored social messages, etc.)
- Proven reasoning, research, analytical and problem-solving skills with the ability to think strategically
- Excellent interpersonal skills to deal effectively and tactfully with a broad range of elected officials, staff, external agencies, community partners and other levels of government
- Excellent communication skills with a strong ability to clearly present social media strategies and build alignment among clients
- Excellent project management and organizational skills with the ability to work under pressure with short deadlines
- Possess initiative and self-reliance with ability to work independently or as a team member
- Demonstrated knowledge and proficiency in Microsoft Office Suite, Adobe Suite, social media management platforms and listening tools, eNewsletter tools, DSLR and video cameras
- Demonstrated knowledge of A.O.D.A. communications standards
- Must be willing to work after hours and on weekends, as required
- Possession and maintenance of a valid, unrestricted Ontario Driver's License, minimum Class "G"

Apply online at: <https://oshawa.jobs.net/en-CA/search>

This position is eligible for hybrid work.

As a condition of employment, the City of Oshawa will require successful candidates to undergo a Criminal Records and Judicial Matters Check.

Please be advised that position location as noted is at the time of posting and is subject to change, as required due to operational needs.

The City of Oshawa is situated on lands and waters within the Williams Treaties Territory, home to seven First Nation communities of the Michi Saagiig and Chippewa Anishinaabeg, who have cared for and maintained these lands from time immemorial and continue to do so to present day. [Learn more](#)

We are an Equal Opportunity Employer in accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code (OHRC). The City of Oshawa promotes the principles of diversity, equity and inclusion and adheres to the tenets of the Canadian Human Rights Act and the Ontario Human Rights Code. The City of Oshawa encourages applications from women, Indigenous Peoples and persons of all cultures, ethnic origins, religions, abilities, ages, sexual orientations, and gender identities and expressions.

The City of Oshawa will provide accommodations throughout the recruitment and selection and/or assessment process to applicants with disabilities and/or needs related to the OHRC. If you require an accommodation during the recruitment process or assistance with the application process please contact Human Resource Services. Personal information provided is collected under the authority of The Municipal Freedom of Information and Protection of Privacy Act.