



CONTENT AND SOCIAL MEDIA SPECIALIST

Villa Charities Inc. (VCI) is a registered charity and non-profit organization that enriches lives through experiences and services that honour Italian culture and heritage. For more than 50 years across the GTA, Villa Charities has provided cultural and educational programs and supported culturally sensitive long-term care and independent living apartments for seniors. VCI fulfills their mandate through a broad range of activities, services and facilities, both directly and in conjunction with its affiliates and independent organizations. Affiliates include Columbus Centre and Joseph D. Carrier Art Gallery; Villa Colombo Homes for the Aged Inc. in Toronto; Villa Colombo Seniors Centre (Vaughan) Inc. Di Poce Centre; Italian Canadian Benevolent Seniors Apartments Corporation/Casa Abruzzo Benevolent Corporation with apartments for independent seniors (Caboto Terrace, Casa Del Zotto and Casa Abruzzo); and Leonardo Da Vinci Academy. Each of these organizations is an integral part of the Villa Charities family with separate legal status and its own governance Board. For more information visit villacharities.com.

Additionally, Villa Charities is Great Place to Work® Certified™, an official recognition for employers who create an outstanding employee experience and an amazing workplace culture. Every day, our team works hard to deliver our mission of enriching lives through experiences and services that honour Italian culture and heritage.

Our Marketing and Communications department is currently looking for a creative and detail-oriented **Content & Social Media Specialist** to support our marketing initiatives. This role reports to the Marketing and Digital Manager.

Are you an outstanding copywriter and do you excel in creating dynamic shareable content? Do you live and breathe social media every day, all day? Is building engaged social communities your passion and expertise? We are looking for a highly motivated and creative self-starter with experience and proven results in social media.

This position works closely with the Digital Marketing Specialist.

Key job accountabilities include but are not limited to:

- In collaboration with the Digital Marketing Specialist, develop the annual social media strategy that aligns with overall marketing and communications strategy, and drives significant growth, awareness and engagement.
- Develop high-quality copy for social media, PPC and Social ads, newsletters, eblasts and other marketing platforms.



- Work with cross-functional internal teams to create social media campaigns and support to meet objectives including user and supporter engagement, brand positioning, lead generation and revenue/sales.
- Manage social media strategy and channels. Use in-depth knowledge and understanding of social media platforms (Facebook, Instagram, LinkedIn, etc.) and how users engage with each to deliver best-in-class experiences.
- Grow qualified and engaged followers on all social channels.
- Plan and execute social media paid advertising campaigns
- Curate/create social media and Google ad graphics & videos, and digital tool kits for third-party outreach.
- Manage marketing metric & KPI reports (Weekly, Monthly, EOY) as well as additional customized reports and recommendations as required.
- Support the Marketing Specialist with web, mobile and SEM/SEO management and other digital tasks as needed.
- Complete ongoing competitive research and stay on top of emerging trends.
- Write engaging copy and share daily content across multiple accounts.
- Set key performance indicators, monitor effective benchmarks for measurement of social media efforts. Analyze, review and report on effectiveness of campaigns to maximize results and make recommendations for future campaigns.
- Continuously improve social performance by capturing and analyzing appropriate data and acting on insights.
- Occasionally attend events (evenings or weekends) for live social media posting and/or to capture photo and video content.
- Monitor trending topics for each market to discover shareable content and/or engage in conversations.
- Identify market influencers and build a brand relationship with them online.
- Identify and manage cross-promotional opportunities with third-party organizations.
- Increase website visits from social sources.
- Manage social media campaign budgets and invoicing.
- Manage customer-facing email accounts (info@, marketing@).

Desired Qualifications

- 3-5 years of related experience.
- University/college degree in English, Marketing, Communications, Journalism or a related program.
- Demonstrated excellence in writing, proofreading, and editing in English
- Experience creating strong, engaging content with an outstanding portfolio of applicable outputs.



- Prior experience working in a non-profit, charitable and/or cultural organization is preferred.
- A passion for all things social/content/video and a strong understanding of the landscape and how each platform can be deployed in different scenarios to target specific demos and meet objectives.
- Hands-on experience developing and implementing effective social media strategies.
- Comprehensive understanding of the digital ecosystem and how web, mobile, social, search and e-commerce channels work together to optimize behaviour, acquisition and sales is required.
- Understanding of digital metrics, knowledgeable about common measurement tools in the industry and the interpretation of analytical data.
- Strong technical SEO knowledge and analyzing/interpreting keyword and analytics data.
- Experience in graphic design and Adobe Creative Cloud are considered an asset.
- Must demonstrate exceptional organizational skills and be extremely detail oriented.
- Knowledge of the Italian language and/or Italian-Canadian community considered an asset.
- Ability to work well under pressure and balance and prioritize multiple projects, deliver programs and tactics on a timely basis in a deadline-oriented environment.
- The capacity to work independently and collaboratively, with the ability to work efficiently without compromising quality or accuracy.
- Google AdWords Certification is considered an asset.

SALARY

\$60,000-65,000 Per year

GENERAL RECRUITMENT STATEMENT

Villa Charities Inc. is an equal opportunity employer committed to a diverse and inclusive workplace. We recruit and hire without discrimination and are committed to fair and accessible recruitment practices.

Accommodation is available upon request for candidates participating in all stages of the recruitment and selection process, in accordance with applicable legislation.

Villa Charities Inc. does not use artificial intelligence in its recruitment process. We thank all applicants for their interest; only those selected for an interview will be contacted.

This posting is for an existing vacancy.



villa charities

HOW TO APPLY

Interested in making a lasting impact with a collaborative and high performing team? Please email your resume and cover letter to **careers@villacharities.com**.