



## TEN THOUSAND VILLAGES

**Job Title:** Creative and Content Specialist

**Reports to:** Director of Marketing

**Overtime:** May be required

**Travel Required:** 0%

**Department:** Marketing

**Location:** New Hamburg, Ontario

**Application Close Date:** March 31, 2019

### **Job Description:**

The ideal candidate for this position is an enthusiastic and versatile writer looking to drive projects from start to finish. In this vital content marketing role, the incumbent will strategize and write inspiring, persuasive content for products, blogs, emails, social media and website copy.

The successful candidate will be able to research and produce content and meet deadlines and goals.

This is a full-time position with some over-time required. This position includes a competitive salary and benefits package, commensurate with the size and nature of the organization.

### **Qualifications:**

- 5 years content marketing experience, preferably in an agency role
- Undergraduate degree in Marketing, Business, Journalism or related field
- Excellent written and communications skills
- Highly skilled and creative writer with strong conceptual skills, working understanding of graphic design and brand management
- Strategic, metrics-driven mindset
- Creative and resourceful, with the ability to work independently
- Extreme attention to detail with respect to writing accuracy, grammatical correctness, etc.
- Excellent organization and time management skills with the ability to handle multiple projects simultaneously
- Advanced skills in MS Office and Google Suite
- Proficiency in Adobe suite (Illustrator, Photoshop, InDesign & Acrobat) an asset

### **Key Responsibilities:**

- Deliver a multi-channel content strategy and editorial plan that drives the brand strategy and business objectives
- Creates content with the purpose of enhancing engagement, lead generation, sales & strengthens customer loyalty and retention
- Demonstrate creative leadership, working closely with graphic designer and external partners in the development and deployment of all campaigns and marketing communications
- Develop concepts and produces copy for advertising, marketing materials, and campaigns including blog posts, emails, website content, and other digital marketing and print content – optimizing content according to SEO best practices
- Writes, edits, proofreads, fact checks a variety of marketing & corporate communications materials
- Develop, design and produce social assets (photos, video) for Instagram, YouTube, Pinterest, Facebook & Twitter as well as other new social platforms based on the content strategy to increase followers and engagement
- Manage and monitor all social media accounts
- Track and measure effectiveness of content and communications
- Other duties as assigned

**Physical/Mental Requirements:**

- Sitting for prolonged periods of time in front of a computer.
- Ability to manage a high-stress work environment, because of the nature of multiple demands on one's time.
- Capability to handle detailed, complex concepts and problems and balance multiple tasks simultaneously.
- Ability to travel and work flexible hours, as required.

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Ten Thousand Villages welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

**One document with cover letters and resumes may be submitted electronically to [puritymuchiri@mcccanada.ca](mailto:puritymuchiri@mcccanada.ca)**

**Updated:** March 2019