

Actua is Canada's largest STEM outreach organization; preparing youth to be innovators and leaders by engaging them in exciting and accessible experiences that build critical skills and confidence. We have an unwavering focus on engaging the hardest to reach youth in Canada ensuring they have the opportunity to develop essential STEM skills. We represent a network of 43 members located at universities and colleges across Canada and provide this network with support, funding and advocacy at the national level. We have also remained committed to hiring undergraduate students, lots of them, who deliver programs across Canada, getting valuable work experience while developing even stronger employability skills. **Actua is looking for a Social Media and Communications Specialist to manage our multifaceted communications programs, and help maintain the Actua brand through various channels.**

What you will do:

- **Manage and execute our social media strategy;** you will audit and strategize how to better leverage our social media to achieve our mission. You will create a social media strategy and execute it using our brand voice across multiple channels. With a focus on building followers and engagement in our target demographic, you will manage our multiple social media accounts to communicate with, and excite our stakeholders. You will continually monitor the social media landscape to identify and jump on trends relevant to our audience and mission. You're able to successfully communicate the voice of Actua through all of our social channels.
- **Create content;** content creation happens across many roles within the organization. You will support the team's content marketing strategy by curating and editing relevant content for our various channels and drafting impactful messages to support Actua's blog, news releases and announcements, and content for our e-newsletter. Long-form content creation usually occurs within the CEO and Director, Communications roles. You will help modify existing content to smaller snippets and repurpose it across channels including our website. You will own content creation for shorter pieces of content including social media, as referenced above.
- **Support member communications;** we have an incredible network of members who are in communication with Actua through our team that supports network members. You'll help strategically improve how we communicate with our members. From how, when and what messages we are communicating, you will ensure our network members are always in the loop with organizational news and announcements. You will be the one ensuring information is updated across our various network member communication platforms. Additionally, you will work with our Education and Outreach team to support their communications, presentations and resources. You will help review and ensure they are positioned appropriately and are up-to-date with current branding.
- **Help with event coordination;** currently most of our events occur online. You will work with Actua's external public relations agency to support the management and communication related to these

events. Once in-person events resume, you will play a similar role. You may own the guest lists, email communications, and support day-of coordination.

Who you are:

- **Culturally-aware, socially-savvy, digital communicator;** you have digital communication experience, particular with social media that is relevant to our brand. You understand how to create social media strategies that help an organization achieve its mission. You have executed social media strategies for an organization and can point to how your work created impact. You understand how to use systems like Scout Social, Google Analytics, and Hootsuite to efficiently schedule and measure effectiveness.
- **Highly organized;** you are able to manage a lot of content, across multiple platforms, with many different stakeholders without dropping the ball. You can point to systems you've created to help find calm in chaos and keep many different pieces moving across multiple communications mediums. You're a forward-thinker and a planner whose high level of organization helps you achieve more than other people you've worked with previously.
- **Team-player;** your role will interface with many different stakeholders within the organization. You are able to work collaboratively with other teams to help them achieve their goals. You love supporting others in their work, and can positively use your knowledge and talents in communications to elevate the work of other teams.
- **Confident and creative;** you're able to bring new ideas forward and share your thinking. You take risks in order to ensure our communications remain relevant to our members and other stakeholders. You are always pro-actively looking for new opportunities and are happy to get started and take the lead with great energy and flexibility. You are able to represent our brand in a fun and engaging way.
- **Good writer with an eye for visual layout and graphic design;** you're able to write effectively for multiple platforms and understand the basics of how to appropriately represent our brand across multiple platforms. You can help guide others in their presentations and visual representations of Actua with your keen eye for detail.

Why work with us:

In this role, you will have the opportunity to make a national impact joining one of Canada's most entrepreneurial and influential organizations in the skills development space. In addition to a competitive salary, \$60-65k, you will have access to health and dental benefits, plus RRSP matching. Actua has a solid reputation and continues to grow based on our exceptional work. You will be part of a high-profile, quickly growing organization, where you can present and execute on new ideas. You will have full creative license to try new projects and ways of achieving our communications goals. This role is based in our Ottawa office, centrally located in the Byward Market. For more information about us, please visit www.actua.ca.

To Apply:

Please submit your resume to this posting.

Actua is an equal opportunity employer. We welcome and encourage applications from people with disabilities. If you require an accommodation, please notify us and we will work with you to meet your needs.