

Job: Social Media & Content Specialist

Type: Permanent

Compensation: Variable

Description:

The Social Media & Content Specialist is responsible for campaign and community management and running social media for the wefinx brand. In this role, you will have the freedom, ownership, and responsibility for creating our content and spread the word about wefinx to millions of Canadian small business owners. This role takes pride in understanding the audience, creating content, and engaging with them in something they love. You will be the driving force and will always looking for ways to learn, grow, activate, and inform on social media best practices. As a creative and entrepreneurial thinker, you will be a key part of the marketing team shaping and delivering the social media and digital strategy. This role offers a unique opportunity to use your creative smarts to incubate and execute ideas that amplify the wefinx brand and thrill our partners and small business clients.

This role will work with a lean, agile team that loves collaborating, is constantly working on new projects, and moves at a fast pace. The Social Media & Content Specialist reports to the Marketing Manager. The ideal candidate will have a proven track record and extensive experience in social media marketing and is expected to hit the ground running to effectively deliver on the end-to-end social media plans. The successful candidate will work autonomously and take risks with new ideas, whether or not those ideas were ultimately successful. The successful candidate will be relied upon to generate new ideas for how our content strategy can be improved so that we can continue to see massive year-over-year growth.

The ideal candidate will have the opportunity to own, plan, execute and optimize lead generation across multiple platforms including Facebook, LinkedIn, Instagram, YouTube, blogs, Google and the wider Google advertising stack. You will be responsible to perform the SEO function and monitor the overall social media content and traffic. Also, during the course while using the social platform tools, you will provide relevant insights and key data metrics

APPLY

If you believe you have what it takes and up to the challenge, please submit a cover letter and your CV / resume to: careers@wefinx.com. If your profile is shortlisted, one of our associates will reach out to you to schedule an introductory meeting.
