

# Position Description – Communications & Social Media Specialist

## Position Description

<b>Position title</b>	Communications & Social Media Specialist
<b>Location</b>	Canada - Remote
<b>Reports to</b>	Director, Strategic Communications & Marketing
<b>Direct reports</b>	N/A
<b>External Stakeholders</b>	Diverse and extensive
<b>Travel requirements</b>	Minimal

## Position purpose

### About the Role

We're looking for a social media strategist who does more than "manage channels" and sees what's coming before it hits the algorithm. Someone who can take a complex or deeply personal client story and turn it into scroll-stopping content that resonates with audiences.

This role is equal parts strategist, creator and storyteller. You'll lead the development of bold, imaginative campaigns that elevate our brand, engage diverse communities, and spark conversation. You'll collaborate with internal teams and external partners to bring ideas to life, and you'll constantly experiment and innovate to keep us ahead of the curve.

This is your chance to help shape the voice of a large, Canada-wide organization with a meaningful mission. You'll help us connect in new ways, elevate stories that deserve to be heard, and continue to build a social presence that is modern, dynamic, and impossible to ignore.

The Communications & Social Media Specialist implements and maintains WCG's Social Media channels, with a focus on increasing awareness of the WCG brand, its programs, people and services. Key priorities for this role include ensuring innovative digital strategies and campaigns that result in achievement of employment program client volume targets, enhancement of WCG's corporate reputation, and increased staff interaction and sense of connection.

Reporting to the Marketing Manager, with close working relationships with the Director, Strategic Communications and Marketing and others, this role supports business growth and employment services operational delivery through building and maintaining social media campaigns, as well as implementation, analysis and reporting on campaigns, to continuously drive improvement.

## Success measures

<b>Customer/stakeholder satisfaction</b>	<ul style="list-style-type: none"> <li>Feedback from the Operational teams and key internal stakeholders indicating satisfaction with the quality of WCG's social media communications</li> <li>Respond to feedback / queries associated with the delivery of services within purview of the role</li> </ul>
<b>People &amp; Team</b>	<ul style="list-style-type: none"> <li>Always adhere to the Code of Conduct and Privacy Policy</li> <li>Always uphold WCG values</li> </ul>

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	<ul style="list-style-type: none"> <li>• Work collaboratively with the Operational teams and other members of the Communications and Marketing team</li> </ul>
<b>Operational Performance</b>	<ul style="list-style-type: none"> <li>• Delivery of high-quality materials and requirements on time and on budget</li> <li>• Listen to feedback provided and act on areas for improvement</li> </ul>

## Core responsibilities

<b>Communications Support</b>	<ul style="list-style-type: none"> <li>• Write and develop content that aligns with the brand strategy across all programs</li> <li>• Occasionally support the Director with the development of internal and external communication.</li> </ul>
<b>Social Media innovation and management</b>	<ul style="list-style-type: none"> <li>• Build and execute a forward-thinking social media strategy that grows our presence, deepens engagement, and reflects our Canadian voice.</li> <li>• Develop creative, high-impact campaigns that break through the noise and inspire action.</li> <li>• Stay relentlessly on top of emerging trends, platform updates, and cultural moments — and translate them into opportunities for WCG.</li> <li>• Create compelling content (visual, written, video, interactive) that feels fresh, relevant, and human.</li> <li>• Partner with internal teams to amplify organizational priorities, programs, and stories.</li> <li>• Collaborate with external stakeholders, agencies, and creators to expand reach and impact.</li> <li>• Use analytics and insights to refine strategy, optimize performance, and tell a clear story about what’s working and why.</li> <li>• Champion experimentation — pilot new formats, test new ideas, and push creative boundaries.</li> <li>• Engage with online community to drive increase in client volumes, audience numbers, CTR, etc, including responding to comments, messages and inquiries</li> <li>• Support program staff with responding to social media comments and messages</li> <li>• Develop and implement social media calendar</li> <li>• Monthly analytical reporting</li> </ul>
<b>Communications Support</b>	<ul style="list-style-type: none"> <li>• Write and develop content that aligns with the brand strategy across all programs</li> <li>• Occasionally support the Director with the development of internal and external communication.</li> </ul>

### WORK HEALTH AND SAFETY

Refer to the [WCG Workplace Health and Safety Policy](#)

## Capabilities and experience

### Who You Are

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## Position Description – Communications & Social Media Specialist

- A creative thinker with a strong strategic backbone — you can dream big and execute with precision.
- A natural storyteller with a passion for tailoring messages for different audiences and platforms.
- A trend-spotter who lives in the world of social media and knows how to translate trends into brand-aligned content.
- A collaborative partner who can work seamlessly with internal teams and external collaborators and loves to solve problems.
- A data-curious mind who uses insights to guide decisions and spark new ideas.
- A proactive, self-directed creator who thrives in a fast-paced, ever-changing environment.

### What you bring

- Minimum 2 years' experience in managing Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and Paid Search (PPC).
- Technical and working knowledge of SEO, SEM (search, display, video), Google Analytics and Google Search Console.
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools.
- SharePoint experience beneficial but not required.
- Exceptional writing and editing skills; ability to simplify complex information into clear, engaging messages.
- WordPress, HubSpot and other web CMS systems preferred
- Bilingual preferred.
- Proficiency in MS Excel, PowerPoint, MailChimp, Microsoft Office Suite, Adobe Creative Suite and Canva.
- BS/BA degree preferred.
- Results-oriented mindset and experience.
- Solid project management skills and ability to work independently as a self-starter.
- Flexibility to occasionally work outside normal hours or travel to events.
- Experience within Social Service sector preferred



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At APM we recognise our employee's potential, embrace difference and apply our diverse thinking to innovation and service delivery. We actively encourage applications from people with disability, Aboriginal and Torres Strait Islander people, LGTQIA + people and people from culturally diverse backgrounds

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