Digital Content Creator & Strategist

Do you want to work in an exciting and person-centered culture? Parks and Recreation Ontario (PRO) is living a time of innovative change and is looking for the right person to elevate its online footprint and support digital transformation. With a rebrand on the horizon and support to significantly shift PRO’s tone and the ways in which the organization engages its audiences, this is a fantastic opportunity for a truly creative changemaker.

We are looking for a Digital Content Creator & Strategist that can create media that tells PRO’s story: what we do, why we do it, and our impact.

You are entrepreneurially minded, strategic, and motivated to help grow PRO’s communication portfolio. You are driven by narratives and have an eye for bringing stories to life through multimedia design. You are passionate about creating channel-specific content that showcases complex messaging into engaging visuals. You love design and creating compelling content. You’re excited about transforming a standard social content calendar into a powerful storytelling device.

You will work across the organization with experts in engagement, policy and research, and professional development to create campaigns that effectively communicate the importance of parks and recreation. Reporting to the Director of Public Policy and Partnerships, your work will be essential to how PRO communicates its impact and the work that it is doing. This position plays a key role in PRO’s success vis-a-vis raising awareness on the importance of parks and recreation and stakeholder engagement.

Responsibilities

- Research and analyze target audience, stakeholders, and trends in the sector.
- Deliver innovative, entertaining design work that communicates organizational message clearly.
- Execute on content development tasks as requested by the team.
- Work with the team to develop compelling creative assets including images, web graphics, video, and animations.
- Create content that demonstrates a solid understanding of Internet and social media trends, memes, and pop culture
- Effectively project manage and execute the production of creative assets across multiple campaigns to ensure timely and accurate ideation, production, and delivery
- Track and review performance metrics, analyze trends, and modify creative for channels and audiences.
- Develop editorial strategy and content guidelines for tone, style, and voice
Qualifications

- Postsecondary degree in public relations, communications, or related degree.
- Three years of experience in design, content creation, and communications.
- Excellent copywriting skills, strong writer.
- Understanding of how to prioritize and respond accordingly, and able to multitask.
- Mastery of Adobe Creative Suite, especially Photoshop, Illustrator, Premiere and After Effects.
- Previous agency experience in creative services, public relations or communications is an asset but not required.
- Experience creating content specifically for social media platforms (Instagram, Facebook, LinkedIn, TikTok, Twitter, etc.).
- Passion for recreation, outdoors, and active living.
- Experience in capturing and editing video content as an asset
- Creative thinker with strong project management skills.
- Ability to multitask and prioritize.
- Self-motivated and a strong collaborator, with the ability to maintain effective communications and make good decisions.

Compensation

PRO offers a competitive compensation package including health and dental benefits alongside a generous vacation allowance. We are a hybrid work model that empowers a lot of flexibility and work from home for its team, but also values time spent together to build and foster a connected culture.

Salary: $55,000 - $65,000 per year commensurate with experience

Status: Full Time

Hours: 37.5 hours per week

Please email resume and cover letter by Thursday, October 13, 2022 to resumes@prontario.org

Only candidates selected for an interview will be contacted.

PRO is an equal opportunity employer.

PRO values the diversity of people and communities and is committed to excellence and inclusion.

We are committed to an environment that is barrier free. If you require accommodation at any stage during the hiring process, please inform us in advance to arrange reasonable and appropriate accommodation.