

DIGITAL MEDIA SPECIALIST

The Railway Association of Canada (RAC) is the national industry association representing close to 60 freight and passenger railway companies and approximately 60 associate member suppliers and partners. RAC's mission is to educate and collaborate with supply chain partners, governments, regulators and other stakeholders and advocate to ensure rail's ongoing role in safely and efficiently moving Canada's goods, resources and people.

The Railway Association of Canada (RAC) is looking to fill the position of **Digital Media Specialist**.

Reporting to the Railway Association of Canada's (RAC) Senior Director of Communications and Media Relations and working in a team environment, you will contribute and support the creation, coordination and execution of various external communications activities that align with the strategic direction of the association.

You are energetic, innovative, creative, and enjoy the challenge of communicating complex information to a wide range of stakeholders and audiences. Your experience in a digital environment will help drive the association's communications on multiple platforms.

Interested and qualified candidates are invited to submit their resume in confidence by **December 17, 2021** to skazaka@railcan.ca with a covering letter describing their interest and suitability for the position.

The Railway Association of Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank applicants for their interest, however, only those advancing in the process will be contacted.

THE RAILWAY ASSOCIATION OF CANADA POSITION GUIDE - DIGITAL MEDIA SPECIALIST

PURPOSE/ OBJECTIVE

The primary objective of this position is to contribute and support the creation, coordination and execution of various external communications activities that align with the strategic direction of the association.

KEY ACCOUNTABILITIES

1. Social media, as part of broader communications plan. Working with relevant staff to ensure accuracy, create content, curate content, answer questions on social media platforms, monitor performance:
 - Analyze performance of channels, campaigns and programs on a weekly and monthly basis and consistently adjust strategy and execution to improve metrics;
 - Proactively seek opportunities to improve and strengthen the association's presence on social;
 - Media through digital storytelling;
 - Monitor trending conversations, audience insights and overall performance of digital content on social media channels;
 - Live coverage of events on social media
2. Writing SEO optimized content (social media posts, blog posts, web content and other pieces, as assigned).
3. Management of communications' digital assets and files and integration of digital content across RAC platforms.
4. Communications team coordination, including maintaining the association's editorial calendar.
5. Translation coordination for the communications department.
6. Other duties as required.

POSITION REQUIREMENTS

- Post-secondary degree or diploma in the field of communications or digital media with 1-3 years of experience in communications.
- Demonstrated knowledge and experience in delivering digital communications products and services.
- Experience using Google Analytics & social media dashboards.
- A high level of proficiency in MS Office (Outlook, Word, Excel, PowerPoint).
- Experience with Adobe suite design software is a strong asset (Photoshop, Illustrator, and InDesign).
- Basic HTML and WYSIWYG CMS experience.
- Strong organization, time-management and problem-solving skills.
- Ability to multi-task and work to tight deadlines.
- A high degree of accuracy and attention to detail.
- Strong English writing and speaking skills. Proficiency in French is an asset.

Attributes

- Strong attention to detail
- Reliability, creativity, integrity.
- Ability to work independently and work well in a team environment
- Strong interpersonal skills.
- Good initiative and judgment.
- Ability to learn quickly in a technical & data heavy field.