

Calgary Humane Society is a dynamic, non-profit organization with a history of leadership and setting standards of excellence for the humane treatment of animals over a broad spectrum of human/animal interaction. Our mission is clear and simple: To help as many animals as we can. In today's complex and changing world, we know that to help as many animals as we can, we must be more than a shelter. We must be leaders in education and violence prevention focused on creating a more compassionate tomorrow.

CHS values compassion, teamwork, respect, integrity, innovation, and commitment as an organization.

Position Title:

DIGITAL CONTENT PRODUCER - FULL TIME

Reporting to the Senior Manager, Communications and Public Relations, the Digital Content Producer writes, develops, edits, and publishes content and copy for various digital platforms, including social media (Facebook, Twitter, Instagram, TikTok), videos (Youtube, TikTok), blogs, email marketing campaigns, infographics, and more.

The Digital Content Producer will create messaging, marketing materials, and various forms of digital online copy that CHS will use to promote our animals, services, and increase brand awareness. This position assists CHS with communication materials by ensuring brand identity and consistency while maintaining a positive and engaging public image.

Responsibilities:

As a Digital Content Producer at Calgary Humane Society, you will get to create content that shares our story and vision, promote our brand, and makes an impact across many different digital platforms. More specifically, you will get to:

- Write, edit and publish content for the website, blogs, videos, social media posts/campaigns, email campaigns, and more.
- Create content that motivates, inspires, educates, informs, and simply provides information across a wide variety of digital platforms.
- Work closely with the Communications Team to produce content that generates results.
- Use your knowledge of SEO and content development to create digital content that helps us elevate our status via search engines, and showcases our organization as a leader within the industry.
- Become an influencer who makes an impact on the organization and within the industry through the production of digital content.
- Manage and monitor all social media platforms and social media management software.
- Create, curate, and disseminate internal communications materials in addition to external.

Requirements:

- CHS is a COVID-19 safe workplace. With limited exceptions, CHS requires all employment applicants provide proof of fully vaccinated status in accordance with current guidelines. CHS also complies with all in-force Alberta Health Services directives regarding COVID 19 safety.
- Related post-secondary education and minimum 3 – 5 years' experience in communications, marketing, journalism, film/television production, or public relations.
- Video editing, photo editing, graphic design, communication skills, artistic talent, and storytelling.
- Thorough understanding of digital publishing, social media, and SEO.
- Knowledge of emerging trends in social media, technology, and nonprofit communications.
- Strong writing skills for various digital platforms.
- Experience with website administration and editing.
- Excellent interpersonal skills.
- Strategic thinker with the ability to anticipate, analyze, and think through problems with ease.
- Comfortable with, and physically capable of handling and interacting with a number of different animal species, including but not limited to dogs, cats, rabbits, rodents, birds.
- Flexibility to work outside of regular business hours to attend evening and weekend events.
- Experience and proficiency with the following software:
 - Adobe Suite (Photoshop, Premiere Pro and InDesign)
 - Website editing (Word Press)
 - Microsoft Office Suite (Word, Outlook Excel, PowerPoint)

Application Requirements:

- Instead of a traditional cover letter, a successful candidate will create a video application as to why they believe they should be hired for this role - creativity is key!
- Please send your video or a link to your video and resume to careers@calgaryhumane.ca

We thank all applicants for their interest only those selected for an interview will be contacted.
No phone calls please.

CLOSING DATE: POSTING WILL REMAIN OPEN UNTIL A SUITABLE CANDIDATE IS FOUND.