

**Title:** Social Media Specialist (6-month contract)  
**Department:** Marketing and Research  
**Location:** Vancouver

The Canadian Credit Union Association (CCUA) is the national trade association for the Canadian credit union industry. Canada's credit unions are vital competitors in the financial services industry. CCUA, as the national voice and national forum for Canada's credit unions, actively leads and participates in initiatives to build successful, competitive, and growing credit unions in Canada.

The Social Media Specialist role is best suited for an individual that is tech savvy with a keen interest in content creation and digital/social media marketing. With supervision from the National Marketing Manager this position is responsible for developing national and regional social media content, helping to coordinate online programs and general marketing services to support the Marketing team, and our member credit unions.

**Key Responsibilities:**

- Overall maintenance of the social media communities day-to-day
- Manage all Instagram, FB posts for all market awareness programs
- Create strategies and implement to increase fan base and engagement on all platforms
- Work with content marketing to increase awareness through low cost paid media
- Copywriting in brand tone for social and digital posts
- Manage deliverables and timelines with agency
- Coordinate, review and measure paid content placements with supplier
- Support the development and implementation of microsites, event digital properties and email campaigns
- Organize group meetings
- Create presentations
- Work with media buyer to execute media plans
- Champion engagement with credit union stakeholders
- Attend project meetings, and work in close alignment with Communications and Marketing Strategy counterparts
- Administration for the department to include: Manage mail, couriers, some word processing, booking meetings, order supplies



**Qualifications, Skills and Experience:**

- Post secondary education specializing in Marketing, Communications or social media
  - 1-2 years' experience in a marketing or communications role, ideally focussed on digital /social media or content creation
  - Excellent organizational skills
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**To apply, please send your resume and cover letter quoting in the subject line "Social Media Specialist" to [mycareer@ccua.com](mailto:mycareer@ccua.com)**

*Canadian Credit Union Association is committed to employment equity and encourages applications from qualified candidates. Recruitment related accommodations for organizational positions will be provided upon request.*

*We thank all applicants in advance; however only those selected for an interview will be contacted.*

