



Job Posting

Position: **Staff Writer, Social Media (Unionized)**

Department: **Editorial**

Reports to: **Social Media and Culture Editor**

Hours of work: **10 hours per week**

Deadline for applications: **December 23, 2021**

NOW Central Communications Inc. (NOW), a division of Media Central Corporation Inc. (“Media Central”), is looking for a for a passionate journalist with social media storytelling experience, basic skills in design, video shooting and editing, and a passion for Toronto news and culture.

You will join our dynamic team at NOW Magazine and work closely with the Social Media and Culture Editor. You will oversee day-to-day posting on NOW’s social feeds and collaborate with the editorial team to translate reporting across platforms.

You must have excellent knowledge of local news, social issues and the arts scene, as well as a respect and appreciation for a variety of perspectives and experiences. As a writer, you are quick and witty, and able to infuse NOW’s social channels with your personality. This position combines journalism and production roles, requiring you to creatively package stories for maximum reader engagement online while maintaining high standards of accuracy on tight deadlines. The position is work-from-home with the option to also work from NOW’s office.

Role

- Working with the Social Media Editor, create and maintain a social media strategy to grow NOW’s audience across platforms
- Create high-quality social media assets and posts that engage NOW’s audience on social media, including graphics, data visualizations and video
- Source images and write captions for NOW’s social media posts
- Monitor reader engagement and moderate comments across social platforms and post comments in line with NOW’s voice

- Ensure all copy is accurate and free of grammatical errors

Qualifications and experience

- A college or university degree or equivalent experience
- At least two years of digital media experience
- A passion for Toronto news and culture and telling local stories
- Strong news and editorial judgment, excellent digital packaging skills and a knack for writing clear, concise and engaging copy
- An ability to juggle multiple projects and work quickly under tight deadlines
- A proven ability to drive website traffic and audience engagement through social media
- Strong organizational, time management, interpersonal and communication skills
- Fluency and familiarity in all the major social media platforms, including Instagram, Twitter, Facebook and YouTube
- Familiarity with video editing and design programs an asset
- Adaptability to changing workflow and priorities
- Able to work independently as well as collaboratively with a small team

Please send your resume, a cover letter and samples of your work or link to your portfolio to hr@nowtoronto.com.

NOW is committed in policy, principle and practice to maintaining an environment which prohibits discriminatory behaviour and provides equal opportunity for all persons. Should you have accessibility needs and be invited to an interview, please let us know in advance.