



SOCIAL MEDIA CONTENT CREATOR

CONTRACT, PROJECT or FULL TIME

You have strong writing skills that you can adapt for a variety social media platforms and clients. You are looking to work in a collaborative environment where your thinking is encouraged. You're creative and interested in developing and posting content that engages your audiences who are in a variety of industries. And you are passionate about the future of social media, and the role it plays in building brand communities.

YOUR RESPONSIBILITIES

You will create social media content, both short and long form, across a small account base, in collaboration with Blade Creative and Strategic Teams. And you'll source and build relationships with influencers, developing content that is authentic and energized

YOUR QUALIFICATIONS

- Experience in social media, blogging, email marketing and influencer marketing.
- Strong understanding of Facebook, Twitter, YouTube, LinkedIn, Pinterest, Instagram, SnapChat and more.
- Must be proficient in creating content for both B2C and B2B markets.
- People skills and independent time management are critical.
- Able to set priorities, problem-solve and think on your feet.
- Willingness to learn new software and applications to develop and publish content including CoSchedule

ABOUT BLADE

Blade is a vibrant, entrepreneurial agency located at the epicentre of a new urban hub at Don Mills and Eglinton. We serve a diverse range of clients in a wide variety of industries from craft beer to pharma, from condos to office automation, from cannabis to . We build brand communities with an innovative approach to advertising and content marketing that is creatively brilliant, surgically targeted and results oriented.

Our core values include collaboration, innovation and breaking the rules. We've built a supportive culture that encourages ongoing learning, embraces self-direction and ensures purpose. We care about the humanity of our staff, and we're passionate about providing opportunities for their growth so they enjoy a balanced life, where working at Blade enhances their lives.

Blade is proud to be a diverse and equal opportunity employer and does not discriminate on the basis of race, colour, religion, sex, national origins, age, sexual orientation, disability or any other characteristic protected by applicable laws. Selection decisions are solely based on job-related factors. Accommodations for candidates with disabilities can be made during the interview process, if requested.

Expected Start Date: March 2021

During the pandemic lockdown, this job provides for working remotely .Interviews and some onboarding will be accomplished by Zoom, email and phone.