**The Christian Broadcasting Associates, Inc. Scarborough, ON, Canada**

Job Title **Social Media and Website Content Coordinator**

Compensation **$40,000**

Benefits Offered **Dental, Life, Medical**

Employment Type **Full-Time, in office**

**Why work Here?**

“Small office with great staff and good benefits. A family atmosphere where we start each day with prayer”

**Social Media and Website Content Coordinator**

The Christian Broadcasting Associates, Inc. (CBA) is seeking an organized and detail-oriented individual to join our team. The ***Social Media and Website Content Coordinator*** will create content and manage the official 700 Club Canada Social Media platforms and website in coordination with other departments.

Successful candidates will have a **minimum of 3 – 5 years of work experience** in Social Media Platforms and WordPress website creation.

**Main Responsibilities:**

* Create and manage official 700 Club Canada website using WordPress and Salesforce CRM integration
* Coordinate and maintain official 700 Club Canada Social Media platforms; Facebook, Instagram, YouTube, etc.
* Create and manage email campaigns using Mailchimp and Salesforce CRM integration
* Coordination of guests for the 700 Club Canada program
* Create compelling digital content (videos & graphics) that engages audience in dynamic and interactive ways
* Create and maintain a social media calendar for all the 700 Club Canada channels
* Coordinate the creation of live and digital content with the host(s) of 700 Club Canada
* Create and maintain social media campaigns aimed towards increasing visitors to 700 Club Canada social media platforms
* Create and monitor ads for Facebook, Instagram and YouTube platforms
* Turn observations into insights, insights into recommended actions, and ultimately developing strategy and campaign optimization.
* Coordinate regular meetings with the social media moderators keeping them informed of forthcoming content and campaigns
* Coordinate and gather stats for reporting and create monthly reports on effectiveness of campaigns.
* Liaison between the Canada office and CBN HQ for optimizing content delivery and workflows
* Other duties as required

**The successful candidate will have the following qualifications:**

* Demonstrated commitment to The 700 Club Canada’s principles of Christian faith, mission and values as stated on their website [www.700club.ca/statement-of-faith](http://www.700club.ca/statement-of-faith)
* University degree or equivalent work-related experience.
* 3 - 5 years’ work experience:
  + in Social Media platforms
  + with WordPress websites
  + with Mailchimp
* Strong computer skills including Advanced level knowledge of WordPress, Premiere Pro and Microsoft Office including Word, PowerPoint and Excel
* Knowledge of Salesforce CRM an asset
* Good command of the English language with the ability to communicate professionally on multiple channels with strong oral and written communication skills, including proper use of sentence structure, grammar, and spelling
* Ability to execute all publishing workflows for video, images and text including publishing to social media platforms
* Proficient in emerging social media platforms such as Facebook, Twitter, Instagram, YouTube, etc.
* Working knowledge of industry best practices in web design, SEO, information design/architecture, usability, accessibility, reporting and A/B testing
* Proficient with Google analytics, and social listening tools such as Creative Studio, Hoot Suite and Google alerts
* Ability to self-manage and be well organized with strong attention to detail and time management
* Ability to work independently in a structured, fast paced environment, multi-task, and frequently adapt to change

**Job Type:** Full-time

**Salary:** $40,000 annual

**Application Deadline:** February 28, 2022

**Company:** The Christian Broadcasting Associates, Inc. (The 700 Club Canada)

**Contact Person:** Gayle Brown

**Email:** gbrown@700club.ca

**Location Address:**

680 Progress Ave #2

Scarborough ON M1H 3A5

**Phone:** 416. 439.6411

If you are interested in this role, **please forward your resume in Word format** to [gbrown@700club.ca](mailto:gbrown@700club.ca)

Visit our website for more information <https://700club.ca/employment/>

**We thank all applicants in advance and advise that only those who are selected for an interview will be contacted.**