



Staff Position

Social Media Coordinator, Communications

Commission for Environmental Cooperation

The Secretariat of the Commission for Environmental Cooperation of North America (CEC), headquartered in Montreal, Quebec, Canada, is seeking an experienced professional to fill a staff position as Social Media Coordinator for the CEC Communications Unit.

This is a full-time, two-year position with the possibility of renewal, based at the CEC Secretariat in Montreal.

This position reports to the Head of Unit, Communications.

The incumbent will be responsible for the coordination, creation and publishing of content to support the CEC's social media presence across a variety of platforms including Facebook, Twitter, LinkedIn and Instagram.

Responsibilities:

Create compelling social media content:

- Create, coordinate and publish social media content, working seamlessly with CEC staff from other units to plan, prepare and edit content, including text copy and visuals
- Ensure consistent tone and visuals across all CEC social media channels (including Facebook, LinkedIn, Twitter, Instagram, Medium, YouTube)
- Plan for a consistent flow of social media content across all channels and schedule upcoming content
- Work with the translators to ensure consistent content across English, French and Spanish channels
- Manage digital paid strategy and budget for social media platforms

Create social media visuals/liaise with graphic designers:

- Create, coordinate and curate visuals for social media
- Assist in sourcing images and artwork and liaise with graphic designers, photographers, videographers and other contractors to create visuals for social media
- Edit social media visuals to adhere to the size constraints of the different platforms.



Community Management:

- Respond to questions and inquiries received via the CEC's social media platforms
- Act as community management lead on the CEC's social media platforms during CEC public meetings, webinars or other public events

Support social media strategy and performance measurement efforts:

- Assist in developing strategies to disseminate CEC tools, publications, events and multimedia content
- Advise CEC communications team and staff on how to optimize our social media tactics to reach target audiences, including community management, channel-based strategies and social media and graphic design best practices

Attributes and qualifications

The successful applicant will have the following education and experience:

- Bachelor's degree in Communications or related field or technical diploma in marketing or public relations
- Degree or diploma in graphic design (An asset)
- A minimum of three (3) years' experience in communications and digital media
- In-depth knowledge of social media platforms—from best practices, to how to schedule content, interpret analytics data, and run ads
- Familiarity with the Adobe suite
- Excellent communication skills, both written (spelling, punctuation, grammar and style) and oral, in English and another of the CEC's two other official languages (French and Spanish)
- Attention to detail and ability to produce products requiring little or no editing
- Ability to work on several tasks and prioritize work
- Strong interpersonal skills, working in a team and with outside consultants, contractors and stakeholders
- Interest in environmental issues and experience with an NGO, international agency, government department or similar organization is an asset

The work will be carried out according to: the Environmental Cooperation Agreement; as well as any other related future agreements between the three Parties; the CEC Headquarters Agreement with Canada and Quebec.

The salary range for this position is from a minimum of \$48,000.00 to a maximum of \$58,000.00, plus a 25% benefits package.



The Commission for Environmental Cooperation promotes employment equity and encourages diversity. Please submit your résumé and cover letter via email to the address below by 23 October 2020. No phone calls or email message inquiries.

Contact:

Human Resources
Commission for Environmental Cooperation
700 de la Gauchetière St. West, Suite 1620
Montreal, Quebec, Canada, H3B 5M2
e-mail: commsadmin@cec.org

The Commission for Environmental Cooperation (CEC) was established in 1994 by the governments of Canada, Mexico and the United States through the North American Agreement on Environmental Cooperation, a parallel environmental agreement to NAFTA. As of 2020, the CEC is recognized and maintained by the Environmental Cooperation Agreement parallel to the new Free Trade Agreement of North America. The CEC brings together a wide range of stakeholders, including the general public, Indigenous people, youth, nongovernmental organizations, academia, and the business sector, to seek solutions to protect North America's shared environment while supporting sustainable development for the benefit of present and future generations. Find out more at: www.cec.org.

We appreciate your interest in the CEC and wish to inform you that only short-listed candidates will be contacted. All résumés will be kept on file for a six-month period and taken into consideration for any suitable vacancies that may occur during that time.