



VICE is the world's preeminent youth media company and content creation studio. Launched in 1994, VICE now operates in over 30 countries and distributes its programming to hundreds of millions of viewers each month across digital, linear, mobile, film and social. VICE includes an international network of digital channels; a television and feature film production studio; a magazine; a record label; an in-house creative services agency; a book-publishing division; and a newly launched TV network in a joint venture with Rogers called VICELAND.

VICE's award-winning programming has been recognized by the Academy of Television Arts & Sciences, Peabody Awards, Sundance Film Festival, PEN Center, Cannes Lions, Frontline Club, Knight Foundation, American Society of Magazine Editors, LA Press Club, and Webby Awards, among others.

JOB TITLE: Social Media Producer, VICE network

REPORTS TO: Head of Marketing

OVERVIEW: VICE Canada is seeking a social media producer to who is highly proficient at developing audiences across all social platforms. We don't simply want a drone whose only job is to post links: we want a top-notch writer who understands VICE Canada's mission, who is passionate about local and national news & events, and who is excited to be the voice of VICE Canada across multiple social channels.

ROLES & RESPONSIBILITIES:

- Creates and publishes all editorial and visual assets to the VICE network socials including Twitter and Facebook across all active vertical channels
- Coordinates responsive advertising spends on Facebook and Twitter; identifying the posts that are performing or will perform for the audience
- Tracks paid and organic performance across all platforms, optimizing strategy on a minute-by-minute basis
- Identifies trends and stories on social media for the editorial team
- Matches social tone of each channel and adapts global brand identity to a Canadian audience
- Develops new content and campaigns to serve users and grow account followings
- Coordinates the creation of platform-specific content with our production teams, including text, photo, video, and interactive
- Identifies the most compelling visuals to accompany content, packaging them for effective sharing

QUALIFICATIONS:

- Minimum 2+ years experience across editorial and social platforms
- Proven ability to develop social reach
- Experience with creating social assets, platform R&D, and story development
- Social marketing and platform development and strategy (especially with Facebook) is a must
- Proven ability to write copy for a wide range of platforms and campaigns
- Keen editorial insight and superior written communication skills; ability to tailor tone and copy to specific audiences

HOW TO APPLY:

Please send a detailed cover letter and resume by email to jobscanada@vice.com. Reference "Social Media Producer, VICE network" in the subject field. No phone calls please.

****This job description is a general description of essential job functions. It is not intended as an employment contract, nor is it intended to describe all duties someone in this position may perform. All employees of Vice Media are expected to perform tasks assigned by supervisory personnel, regardless of job title or routine job duties****

If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you success in your future career.