



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 socials. 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 Audience Development Planner

**REPORTS TO:** Head of Strategy, VICE Media Canada

**OVERVIEW:** VICE Media is seeking a Social Audience Development Planner responsible for developing, and executing social activation plans. In addition the Audience Development Planner is responsible for managing and presenting the analytics and resulting insights from these campaigns.

**ROLES AND RESPONSIBILITIES:**

- Develop, executing and managing comprehensive social activation plans across VICE social properties (Twitter, Facebook, YouTube) that must meet multiple KPIs. These campaigns should also be able to extend beyond VICE owned social properties.
- Responsible for dynamically course correcting budgets to best performing platforms and products while overseeing and managing set project budgets.
- Interpret, compile, summarize and communicate learning's from tools such as Google Analytics, Radian6, comScore, Facebook Insights, Google AdWords, and more
- Become VICE Canada's resident expert in web and social tracking tools and social conversation monitoring tools
- Generate comprehensive reports that visually communicate KPIs, performance, targets and trends for internal stakeholders and clients
- Candidate must constantly be looking for new ways to innovate and experiment with respect to platform, distribution, workflow and other social tactics.
- Collaborate with strategy planners, the head of strategy, and the account teams to fulfill multiple analytics and social tactical needs.

**QUALIFICATIONS:**

- MUST HAVE 1-3 years in social web analytics
- Bachelor's Degree in a relevant field

- Strong interest in social media analytics and tactics
- Adept at extracting meaningful insights from multiple sources of data
- Strong interpersonal and client relationship skill
- Proactive work ethic and the ability to prioritize the impact of data and insights
- Organized, accurate, attention to detail
- Excellent verbal and written communication skills – ability to present and communicate both to internal and external stakeholders.
- Disciplined and detail-oriented and creative problem-solving skills and a relentless work ethic

**HOW TO APPLY:**

Please send a detailed cover letter and resume by email to [jobscanada@vice.com](mailto:jobscanada@vice.com). Reference “**Social Audience Development Planner**” 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.*