



Researcher, assigned to Social Media and Digital, Scripted Programming

Job Family Programming (TV-Radio-Web)

Primary Location Toronto

Position Language Requirement English Only

Language Skill Levels (Reading / Writing / Speaking)

Status of Employment Temporary

Work schedule(s) Full-time

Description

What it's like working at CBC/Radio-Canada

At CBC/Radio-Canada, we create content that informs, entertains and connects Canadians on multiple platforms. Our successes and accomplishments are driven by embodying and upholding values, which include creativity, integrity, inclusiveness and relevance.

Do you think you have the ability and drive to keep up with this exciting, ever-changing industry? Whether it be in front of the camera, on air, online or behind the scenes, you would be joining a team that thrives on making connections and telling stories that are important to Canadians.

Your role:

CBC's Scripted Television unit is looking for a social media researcher to help push out content on our comedy and television verticals.

Reporting to the Executive Producer, Digital - Scripted Programming, and taking direction from Senior Producers from Comedy and Scripted, your responsibilities will include examining trends and data, the development of social media ideas and content, along with scheduling and monitoring social posts, and engaging with our audiences.

Working with guidance from the digital producers of programs such as *Schitts Creek*, *Heartland*, and *22 Minutes*, as well as our cbc.ca/Comedy digital team, you are a dynamic, dedicated individual who can work independently.

Work must adhere to CBC program policies, standards and practices and the researcher is responsible for ensuring that their work meets this requirement.

There is wide latitude for initiative, independent judgment and creativity. There is a regular and ongoing requirement to coordinate the work of others.

Key Tasks:

- Examine trends and data, collected from our social platforms.
- Attend editorial and program meetings.
- Help brainstorm social ideas and campaigns.
- Carry out social scheduling, including possible evening and weekend work.
- Collaborate with producers and production units to ensure the look, content and focus of each program is echoed in the social voice, and posts.
- Administrative tasks, as required.

Qualifications

We are looking for a candidate with the following:

- Demonstrated social media experience, and understanding of community management and engagement best practices.
- Solid content creation and editing skills.
- Video production and video editing skills are an asset.
- A good storyteller, with a good grasp for writing social copy.
- A track record of completing assignments independently.
- Able to keep track of a number of simultaneous activities; to plan and prioritize; to analyze complex operational issues.
- Excellent problem solving skills, communication and interpersonal skills.
- A passion for public broadcasting, and a willingness to learn.

Candidates may be subject to skills and knowledge testing.

This role is intended to engage candidates with a disability looking to gain valuable work experience, with the clear purpose of training and development with ongoing support from an identified mentor. As this placement is an opportunity for development and training, candidates who may not have all the requested criteria may still be considered.

CBC/Radio-Canada is committed to being a leader in reflecting our country's diversity. That's because we can only create and tell the stories that connect Canadians, by having a workforce that mirrors the ever-changing makeup of our country. That's why we, as an employer, value equal opportunity and nurture an inclusive workplace where our individual differences are not only recognized and valued, but also extend to and pervade all the services we provide as Canada's public broadcaster. For more information, visit the [Talent and Diversity](#) section of our website. If you have accommodation needs at this stage of the recruitment process, please inform us as soon as possible by sending an e-mail to recruitment@cbc.ca.

If this placement sounds interesting, please email your cover letter and resume, including the job title in your cover letter, to CBCplacements@careeredge.ca

Application deadline: Monday, June 25 at 11:59 P.M.

We thank all applicants for their interest, but only candidates selected for an interview will be contacted.