



CBC AbiliCrew Placements for Excellence Program

CAPE Program - Digital Researcher, Unscripted (English Services) (TOR06968), Toronto

CBC is proud to be bringing back the CBC Abilicrew Placements for Excellence (CAPE) program in the Fall of 2019. The abilicrew is an organized group of CBC employees with physical or mental disabilities and their allies. The goal of CAPE is to help launch meaningful careers for those facing barriers to employment by offering networking and development opportunities as well as on-the-job training.

The successful candidates will be immersed in selected departments within CBC's Broadcast Centre which include CBC Local Services, Radio & Audio - Network Talk, Communications, News & Current Affairs, Media Presentation, Digital Products, CBC Music, CBC Sports, and Unscripted Content.

The program will run from mid-September to December 2019.

Your role

You are an enthusiastic multi-tasker with fluency in both TV and online content, with the ability to assist in the creation of content for multiple digital platforms. Under the guidance of a producer, you will support the online offerings in the unscripted department, including programs like Battle of the Blades, CBC Short Docs, Great Canadian Baking Show, Dragons' Den, The Nature of Things, as well as assist in the development of new titles. Work is governed by CBC programming policies as well as by established procedures.

Key Tasks:

- Under the regular direction and/or guidance of a Producer, update websites with content, including text and video.
- Copy edit and fact check articles written by producers or freelancers using the CBC style guide and CP style guide.
- Assist the development team in researching content trends and specific international formats, provide surveys of new titles, provide feedback on pitches.
- Bespoke research projects that relate to the television and digital content landscape in Canada.



CBC Ability Crew Placements for Excellence Program

- Maintain daily communication with producers to gather and strengthen content produced for the website.
- Stay on top of and implement social trends to engage audience on Facebook, Twitter, YouTube and Instagram.
- Optimize all copy/content for SEO and social shares, and regularly seek out best practices regarding target keywords and copy.
- Attend and contribute to editorial meetings with producers.
- Edit, clip and encode video content from Avid.
- Work on MPX (our video hosting platform) to upload video content and/or metadata to a website.
- Edit and optimize photos using Adobe Photoshop.
- Synthesize and present in writing the results of research activity ie: monitor traffic with Omniture; image and video asset research.

We are looking for a candidate with the following:

- A degree or diploma in a related field is preferred (e.g. Radio and Television Arts, video production).
- At least one year experience coordinating website for traditional media (radio, print, T.V).
- Experience in content management systems.
- Understand how to use CBC's digital production technology and platforms (e.g. YouTube CMS, Video CMS, analytics software).
- Strong editorial instinct, an understanding of how readers consume content online.
- Proven ability at reaching and growing an online community via social media.
- Fluency with Facebook, Twitter, YouTube and Pinterest.
- Basic knowledge of HTML.
- Strong attention to detail.
- Mid-range skills with video and photo editing, including the creation of animated gifs.
- Effective proof-reading skills.
- A creative, innovative sensibility and high editorial standards.
- The ability to manage multiple projects on tight deadlines.
- Ability to work in fast-paced environment with a flexible, positive attitude.
- You must self-identify as a person with a disability* to be eligible for this role.



CBC AbiliCrew Placements for Excellence Program

Candidates may be subject to skills and knowledge testing.

If this sounds interesting, please apply by submitting your resume and cover letter indicating the title of the position that you are applying for to the following email address: cbcplacements@careeredge.ca.

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

We would ask that if you have accommodation needs at this stage of the application process, to please inform us as soon as possible by sending an email to cbcplacements@careeredge.ca. Please ensure to indicate the position title in the email.

Wherever in the wording of the job description either gender is used, it shall be understood to include all genders.

**The Employment Equity Act identifies and defines persons with disabilities as: a person with a long-term or recurring physical, mental, sensory, psychiatric or learning impairment who consider themselves to be disadvantaged in employment by reason of that impairment or who believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment, as well as individuals with functional limitations due to their impairment that have been accommodated in their current job or workplace.*