

Social Media Specialist

At OPAL by element, we are leading the way in redefining seniors' living. We build and manage innovative communities that provide the highest quality of life for seniors and keep families together.

Our Values and Philosophy guide our business and are represented by the word IMPACT: Integrity in our actions, Mentorship of our people, Passion for our industry, Accountability to our customers, Creativity in our approach, and Teamwork that focuses on collaboration.

As you do your job, focus not only on what you need to accomplish but think about how you will live these values in your day to day work. What kind of IMPACT will you have as our Social Media Specialist?

YOUR ROLE

We're looking for a candidate who is experienced in running social media activities on all platforms (LinkedIn, Facebook, Instagram and YouTube) as well as content creation and writing for Blogs. The incumbent will also be assisting with basic sales & marketing activities.

We are seeking for someone who is:-

- creative, lively and spirited by nature
- have a curiosity and thirst for information about what's happening, who what and how
- highly motivated, open to learning new things, enjoys collaboration and teamwork, and have great people skills
- a good listener and enjoy communicating
- having a good following on social media is a plus

YOUR ACCOUNTABILITIES

- Run social media posts independently, with guidance on topics and content
- Creating blogs independently, with guidance on topics and content

- Plan a content calendar
- Keep up-to-date with key trends in social media
- Network with social media influencers
- Support SEM for Opal
- Have a good eye for taking photos
- Focus on creating social media activities for each day of the month with forward planning
- Assist with strategy and social audit
- Assist with basic sales & marketing tasks ie:
 - answering calls and taking down info from sales inquiry calls when the Sales & Marketing is not available
 - assist with tours on Saturdays or Sundays (depending on the defined work schedule of the position)
 - printing, sorting sales & marketing collateral
 - participate in sales & marketing events/activities onsite or offsite

YOUR CAPABILITIES

Education:

- University or College degree in Communications, Media planning, or a related discipline field

Experience:

- Minimum of 2-3 years solid experience in planning and managing social media
- Sales & marketing experience is an asset

Skills:

- Excellent written and oral communication skills in English
- Technologically savvy, possessing a strong knowledge of all Microsoft Office software, including database management, publishing software
- Excellent customer service skills and interpersonal skills
- Ability to work well under pressure in a fast-paced environment

Behaviors:

- Think like an owner. While profit is important, it will not be at the expense of the resident or employee experience. Do what is right for people and the profit will follow.
- Willingly help out team members even if it isn't your job. Share ideas and feedback that will help the team perform at their best. Recognize the efforts of

others on the team. Accept feedback constructively.

- Possess empathy for and understanding the needs of seniors and operate with a professional and courteous demeanor.
- Excellent cross functional collaborator. Build and maintain trusted relationships by proactively seeking and valuing input from others and being transparent in your communication.
- Champion the Opal culture. You know that the resident experience and employee experience drives sustainable business performance and you actively live and lead by the IMPACT values every day.

YOUR WORK ENVIRONMENT

Work Hours:

- **This is a full-time position, but can be done partly remotely and partly on-site. We also expect the position to cover 1 weekend day, ie. Sunday to Thursday, or Tuesday to Saturday.**

Physical Environment:

- OPAL retirement community at large

YOUR REPORTING RELATIONSHIPS

Job Title of Immediate Manager: Sales & Marketing Manager