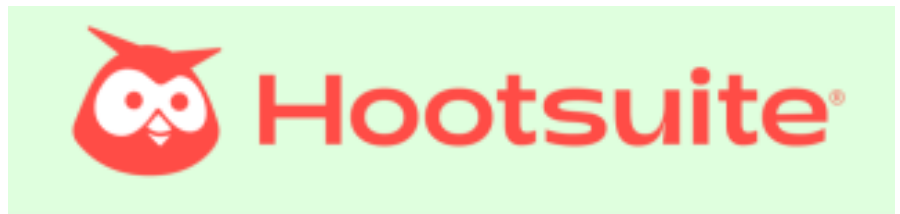


Communications Content Writer

Phone :
Web :



Job Summary

Vacancy :
Deadline : Nov 05, 2024
Published : Oct 05, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

As a Communications Content Writer, you will play a pivotal role in shaping the executive thought leadership presence of our company executives and employees on LinkedIn and translating brand team narratives into corporate communication materials. You will work hand-in-hand with our Brand and Communications teams to craft external-facing executive thought leadership, and internal/external facing executive presentation decks.

In line with Hootsuite's distributed workforce strategy, our flexible work arrangement allows for remote work or a hybrid model. This role is open to applicants located in Toronto, Ontario. In this role, you will report to the Senior Manager, External Communications.

WHAT YOU'LL DO:

- Develop insightful and thought-provoking social content that aligns with the executive team's vision and the brand's messaging.
- Create concise and pithy posts that resonate with our target audience, showcasing a deep understanding of the viral elements that captivate LinkedIn users.
- Employ best practices for writing hooks, post formatting, hashtags, mentions, and multimedia integration to enhance post visibility and engagement.
- Work closely with our executive team to understand their perspectives, insights, and key messages, translating them into engaging narratives that reflect the brand's voice.
- Create presentation decks and speaking notes for executive presentations in collaboration with our Corporate Communications team.
- Stay abreast of industry trends, current events, and emerging topics to infuse timely and relevant content into corporate communications materials.
- Monitor the performance of thought leadership posts, analyzing engagement metrics and user feedback to iterate and enhance future content strategies.
- Leverage learnings from performance analysis to create an ever-evolving social strategy and give recommendations on how to strategically use and repurpose content to achieve goals (both follower growth, and inbound interest in DMs)
- Perform other duties as assigned

WHAT YOU'LL NEED:

- 5-8 years' experience digital writing or ghostwriting experience in an agency, in-house marketing department, or freelance role, with a portfolio of engaging content on LinkedIn and other social media platforms. Journalism background preferred.
- Expert familiarity with the nuances of LinkedIn thought-leadership writing and the ability to create content that resonates with LinkedIn's professional audience.
- Demonstrated understanding of digital/social media writing frameworks, writing at top/mid/bottom of funnel
- Exceptional storytelling skills, capable of distilling complex ideas into concise and compelling narratives – both on social media and in presentation decks.
- Must be able to translate corporate speak to humanspeak.
- Collaboration and Teamwork: works with others to deliver results, meaningfully contributing to the team and prioritizing group needs over individual needs
- Accountability: holds self and others accountable to meet commitments
- Open Communication: clearly conveys thoughts, both written and verbally, listening attentively and asking questions for clarification and understanding
- Resilience, Tolerance for Change/Ambiguity: can effectively cope with change, finding ways to advance work and projects

WHO YOU ARE:

- Tenacious. You are determined to succeed, and you are motivated by the success of customers, colleagues and the community.
- Curious. You are always learning and seeking ways to make things better.
- Conscientious. You keep your promises, taking your commitments to others seriously, and you have strong integrity.
- Humble. You lead with humility and empathy, respecting and learning from the perspectives of others.

In all we do, our six guiding principles light the way:

Step Up: Show the world what it looks like to live and work by these guiding principles. #StepUp

One Team: Make Hootsuite a place where everyone feels safe, welcome, valued, and empowered to do their best work without compromising who they are. #OneTeam #FreeToBeMe

Customer Obsessed: Focus relentlessly on helping our customers succeed. #CustomerObsessed

Go Fast, Be Agile: Widen our competitive advantage by committing to speed and simplicity over perfection and complexity. #GoFastBeAgile

Play to Win: Commit to building an incredible, profitable company for our customers, our employees, and our stakeholders. #PlayToWin #NoExcuses

Neighbours & Allies: Give back to our communities and be an ally. #SocialForGood #Allies

Accommodations will be provided as requested by candidates taking part in all aspects of the selection process.

#LI-BW1

Canada Pay Range For This Role

\$78,400–\$109,800 CAD

[Apply for this job](#)

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
