

AgriHub Inc., is currently recruiting for a **Content Creator** based in Blumenort, MB, with opportunity to work from our Winnipeg office and remotely from home on occasion.

### JOB DESCRIPTION

- Managing the various social media platforms including Facebook, Twitter, Instagram, YouTube, Websites and more
- Writing, proofreading, editing marketing copy for digital platform publishing that encapsulates our brand voices and personality
- Creating a social media schedule and working with the sales and service team to generate content to populate as needed
- Plan, shoot and edit photos and video for the websites and social channels
- Monitor new and emerging social trends for potential growth, present to marketing team and work in collaboration to provide leading content
- Conducting research and interviews with industry professionals to learn more about current industry trends, developments, and perceptions about the subject matter, and then contextualizing findings into written copy.
- Assisting the creative team with the design of promotional materials.
- Using social media to engage consumers, respond to questions or complaints, and to promote company initiatives.
- Monitoring social media and company website metrics, measuring web traffic to content
- Utilizing SEO methods to increase site traffic.

### REQUIRED SKILLS

- Bachelor's degree in English, marketing, or a similar field.
- Background in agriculture is considered an asset.
- Proficiency with Adobe Suite – confident in using Photoshop, Premiere Pro, Illustrator to create various assets
- Proven work experience as a Content Creator, Copywriter, or similar role with a portfolio of previous work
- Hands-on experience with Content Management Systems (e.g. WordPress) including social scheduling tools
- Experience creating strong, engaging creative content
- An understanding of SEO best practices.
- Demonstrated excellence in writing, proofreading, and editing.
- Excellent research and fact-checking skills.
- Strong organizational and time management skills.
- Strong listening and communication skills.
- Ability to work independently and collaboratively – confident in pitching new ideas to the team, and receptive to feedback
- Ability to work efficiently without compromising quality or accuracy.

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If you are interested in this position and meet the above criteria, please submit your resume in confidence to [careers@agrihub.ca](mailto:careers@agrihub.ca) by **December 27, 2021**.