



## **ScienceUpFirst Content Producers Job Posting**

**(2 positions; 1 English and 1 French)**

One-year contract with potential for renewal. Remote work only, must be legally eligible to work in Canada. We seek an English content producer and a French content producer. This posting will remain open until the positions are filled.

Interviews will begin the week of March 22, 2021.

### **Position overview**

The Canadian Association of Science Centres is seeking two creative individuals to take on the roles of Content Producers for the ScienceUpFirst/LaScienceD'Abord initiative to create engaging digital content across all social media channels. ScienceUpFirst is an exciting new campaign designed to combat scientific misinformation. The World Health Organization has declared the rise of misinformation a global infodemic that represents a real threat to the health and safety of Canadians. As a Content Producer, you will be responsible for crafting content that empowers people to engage with this movement to achieve and exceed our goals.

### **Position Objectives**

Working in a creative and close-knit team led by the Communications and Social Media Manager, you will be responsible for creating regular content for the ScienceUpFirst social media channels (@ScienceUpFirst) and finding creative visual ways to tell science stories that combat misinformation and disinformation. The scientific content and general story elements will be provided by the Science Communicator on the team, but it will be up to you to figure out how to adapt those elements into engaging content across social media platforms. You will monitor online conversations and, together with the team, identify opportunities to share relevant content and produce new content that counters

misinformation. As an expert in your language, you will have a strong understanding of cultural references and unique opportunities to use storytelling through video, graphics, and clever copywriting to convey messages that are entertaining, shareable, persuasive, and accurately represent the best available scientific evidence.

## **Educational requirements**

Bachelor's degree or diploma in Marketing, Public Relations, Graphic Design, Communications or equivalent with demonstrated ability to convey information visually.

## **Requirements**

Content Producers will be responsible for delivering the content that achieves the goals set by the ScienceUpFirst team.

Specific skills, knowledge and abilities required include:

- Exceptional command of one or both of Canada's official languages (English and/or French) is required. Strong working knowledge of English for internal communications.
- Passion for telling factual stories using words and visual media
- Demonstrated interest in science and evidence-based decision-making
- Demonstrated proficiency in creating content for Twitter, Instagram, Facebook, and Tik Tok
- Basic video editing skills including captioning, re-sizing, and text animations
- Experience creating content on several social media platforms using multimedia tools like Instagram stickers and polls, twitter threads, live streams, and so on.
- Experience with social media copywriting
- Exceptional teamwork skills
- Experience interpreting basic social media analytics
- Proficiency in G suite, Canva, Asana, iMovie/video editing software, and social media platforms

Desirable skills

- Fluency in additional languages

- Experience with data visualization and/or graphic design
- Experience producing science content on social media

This position will report to the Communications and Social Media Manager. The recruiting process will end when a suitable candidate is found with a start date as soon as possible.

Salary range is \$50,000 - \$60,000

CASC is an equal opportunity employer. We value diversity and are committed to an inclusive and equitable work environment\*. Selection decisions are solely based on job-related factors. We encourage all qualified candidates to apply.

\*As part of our commitment to an inclusive work environment we accept and encourage anonymized resumes.

**To apply, please email your:**

- resume
- cover letter
- links to at least 2-3 digital content items you've produced (e.g. social media posts, video, etc)

to [info@casc-accs.com](mailto:info@casc-accs.com) with **CONTENT PRODUCER (ENGLISH) OR CONTENT PRODUCER (FRENCH), SCIENCE UP FIRST as subject.**

We thank all applicants for their interest. Only those selected for an interview will be contacted.