

**Key Details:**

**Job Title:** Social Media & Digital Content Specialist

**Type:** Full-time, 35 hours per week

**Location:** 3701 Danforth Avenue, Scarborough, ON M1N 2G2. This is a fully on-site position.

**Salary:** The salary for this position ranges from \$55,000–\$60,000 per year, depending on experience and qualifications. A comprehensive benefits package is also included.

**Deadline:** A cover letter and resume must be submitted no later than November 11, 2026.

**Reports to:** Director, Brand & Communications

**Vacancy:** This position is currently vacant and available to be filled.

**AI Disclosure:** Variety does not use artificial intelligence or automated tools to screen, assess, or make hiring decisions. All applications are reviewed by our hiring team.

Variety is committed to building an inclusive workplace that embraces diversity, values differences and supports the full participation of all employees. We welcome applications from racialized persons and persons of colour, Indigenous persons, persons with disabilities, 2S & LGBTQIA+ persons, and anyone who can contribute to the diversity of our team and a culture where everyone feels valued and included.

**About Us:****VARIETY GROUP OF COMPANIES OVERVIEW**

There are three companies that make up the Variety Group of Companies (Variety):

- Variety - the Children's Charity (Ontario)
- Variety Village
- Variety Club of Ontario – Tent 28

Variety - the Children's Charity (Ontario) supports programming for children with a disability at Variety Village and throughout the province. Variety programming is inclusive and powered by sport, transforming the lives of individuals and families, while creating more inclusive communities across Ontario.

Variety -the Children's Charity (Ontario) is funded through individual donors, corporate sponsorship, fundraising activities, federal and provincial governments, and foundations.

Variety - the Children's Charity (Ontario) is part of an international charity that has been in operation since 1928. The charity began in Pittsburgh and spread throughout the United States. The chapter in Ontario was the first chapter outside the United States and is now one of the 5 Variety Chapters in Canada. It was founded in 1945, and the original mission of the charity was to build a school for boys with a disability who could not receive an education in the mainstream school system. The school was called Variety Village.

Variety Village operated as a school until it became a centre of para-sport excellence.

Since the 1970s, Variety athletes and coaches have represented Canada at every summer Paralympic games. Currently, Variety Village is a 170,000 square foot facility and operates as a fitness centre for the general community as well as offering programs, training and camps for children of all ages and abilities.

**Vision Statement:**

“A Welcoming Community and World-Renowned Facility that Empowers All.”

**Mission Statement:**

“As a Charity, we embrace a people first philosophy, prioritizing inclusivity and support for all. Our Mission is to empower individuals to connect, thrive, and achieve their personal bests.”

**Values:**

Inclusivity: We host events, deliver programs, and create programs for all.

Respect: We foster a culture of mutual and equal respect.

Trust: We create a safe and trustworthy environment for active participation and are a trusted source of expertise.

Empowerment: We facilitate personal growth and development.

**The Opportunity:**

Reporting to the Director, Brand & Communications, the Social Media & Digital Content Specialist leads hands-on content creation, multimedia production, social media management and digital storytelling. The Specialist develops engaging, accessible content across social channels, newsletters, digital platforms and facility promotions to increase awareness, engagement and participation. The role independently plans, captures, edits, publishes and maintains content; supports organizational campaigns and events; and shares responsibility for the day-to-day operations, organization and continuous improvement of a small Brand & Communications team.

**Who We Are Looking For:**

We are seeking an enthusiastic, ambitious and resourceful creator who sees stories unfolding around them and knows how to bring those stories to life. The ideal candidate is confident with a camera, skilled in editing and writing, and comfortable engaging with people throughout an active, inclusive recreation facility. They are proactive rather than waiting for instructions, curious about

emerging tools and trends, eager to solve problems, and motivated to improve both content and the processes behind it. Exceptional organization, accuracy, attention to detail and follow-through are essential. They take ownership of projects, communicate progress and risks early, exercise sound judgment and contribute willingly to shared departmental work. Confidence on camera and experience acting as a brand ambassador are assets, while the ability to build trust with interview subjects and represent people respectfully is essential.

### **Key Areas of Responsibility:**

#### **Multimedia Content Creation & Storytelling**

- Plan, script, capture, edit and deliver original photography, video, interviews, testimonials, reels, stories, short-form and longer-form videos, graphics, animations and other multimedia assets.
- Independently manage content production from concept and creative brief through scheduling, filming, editing, captioning, quality assurance and final delivery.
- Identify and pitch authentic stories featuring members, athletes, families, staff, volunteers, donors and community partners; conduct thoughtful interviews and build rapport and trust.
- Adapt creative assets for social media, websites, email newsletters, digital advertising, facility screens, presentations, print and other organizational channels.
- Create and edit professional visual materials using Canva and appropriate photo/video editing software; coordinate with designers or vendors for specialized production.
- Ensure content is accurate, on-brand, appropriately approved and suitable for the audience and channel.

#### **Social Media Management & Digital Engagement**

- Develop and maintain social media content plans and editorial calendars aligned with approved organizational strategy, campaigns and department priorities.
- Write, schedule, publish and optimize content across appropriate platforms, including Facebook, Instagram, LinkedIn, YouTube and emerging channels as approved.
- Monitor comments, direct messages and audience conversations; respond to routine inquiries within approved guidelines and promptly escalate sensitive, safeguarding, service or media issues.
- Identify relevant platform trends, creative formats, accessibility features and timely engagement opportunities; test and recommend improvements.
- Coordinate approved social contests, polls, surveys, boosted content and paid-social creative in collaboration with the Marketing & Campaign Specialist.
- Track and report on reach, engagement, audience growth, content effectiveness, video performance and community response; recommend improvements.

#### **Digital Platforms & Facility Promotions**

- Create, schedule, update and retire promotional content for facility digital screens, displays, signage systems and other on-site communications channels.

- Support multimedia and routine content updates on organizational websites and digital platforms within assigned access and approval processes.
- Coordinate with Membership, Programs, Fitness, Events and other teams to verify offers, dates, locations, registration links and calls to action before publication.
- Conduct regular content checks to ensure facility and digital promotions are current, accessible, consistent and free of expired information.
- Support promotional activations, on-site campaign assets and content capture throughout the facility.

### **Newsletters & Editorial Communications**

- Gather stories, news, event details and program highlights from departments for member and organizational newsletters and digital communications.
- Write, edit, proofread and format newsletter stories, headlines, captions and supporting visual assets; maintain an editorial content schedule.
- Coordinate submissions, fact-checking, image permissions and departmental approvals to meet production deadlines.
- Collaborate with the Marketing & Campaign Specialist, who leads email platform setup, segmentation, deployment, automation and campaign-level analytics.
- Ensure newsletter content and source files meet accessibility, editorial and brand standards.

### **Influencers, Creators & Community Content Partnerships**

- Identify and research appropriate local creators, athletes, ambassadors, community organizations and influencers who align with organizational values and audiences.
- Maintain organized records of potential and active content partners; support outreach, briefs, scheduling, approvals and deliverable coordination.
- Coordinate approved collaborative posts, creator visits, cross-promotions, testimonials and user-generated content with documented permissions and required disclosures.
- Monitor content partnership performance and provide insights on reach, engagement and audience relevance; coordinate conversion-focused reporting with the Marketing & Campaign Specialist.

### **Campaigns, Events & Cross-Departmental Support**

- Produce multimedia and social content for membership acquisition, programs, camps, fitness, fundraising appeals, donor stewardship, events, sponsorships and organizational initiatives.
- Work with the Marketing & Campaign Specialist on creative briefs, campaign schedules, assets, publishing and content performance while respecting their lead responsibility for integrated campaign execution and email/CRM activity.
- Attend and capture on-site and off-site events, community activations and partnership activities, including occasional evenings and weekends as scheduled.

- Collaborate with Membership, Programs, Fitness, Fundraising, Events, Facilities and other departments to understand objectives, collect accurate information and identify storytelling opportunities.
- Support approved brand launches, announcements and other organizational communications under Director oversight.

### **Department Operations, Asset Management & Accessibility**

- Share responsibility for day-to-day departmental requests, project coordination, production timelines, task tracking and routine administrative support.
- Organize and maintain shared drives, editable working files, final assets, templates, social account documentation, version histories and archives using agreed naming conventions.
- Own day-to-day maintenance of the searchable photo and video bank, including tagging, metadata, selection, archiving, backup coordination and appropriate access controls.
- Obtain, verify, record and respect photography/video consent, image-use permissions and privacy requirements, particularly for children and vulnerable participants; follow safeguarding policies.
- Produce and remediate accessible content, including accurate captions, alt text, readable layouts, contrast, accessible documents and inclusive language in line with AODA and applicable standards.
- Conduct careful proofreading, technical checks, link checks, file-format checks and quality assurance before release; maintain reusable, editable source materials.
- Document procedures, templates and handoffs so work remains accessible and maintainable by other authorized team members.

### **Vendors, Students & Continuous Improvement**

- Coordinate content-related vendors, freelance creators, photographers, printers, designers and agency partners on approved briefs, proofs, deliverables and schedules.
- Support onboarding, task coordination, guidance and quality review for co-op students, interns and temporary creative resources, without assuming formal people-management authority unless assigned.
- Proactively identify workflow gaps, platform issues, content opportunities and practical ways to improve production, organization, accessibility and audience engagement.
- Communicate workload, progress, risks and conflicting deadlines; use independent judgment and escalate decisions involving budgets, reputational risk or strategic priorities to the Director.
- Participate in required organizational orientation, health and safety, AODA, safeguarding/Plan to Protect and other applicable training.
- Perform other related duties consistent with the position and agreed departmental priorities.

## **Qualifications & Key Competencies**

- Diploma, degree or equivalent practical experience in digital media, communications, film/video production, journalism, marketing or a related discipline.
- Approximately 3–5 years of relevant experience in hands-on content production and professional social media management; strong equivalent portfolios will be considered.
- Demonstrated photography, videography, interviewing, editing and digital storytelling skills; portfolio of completed work required.
- Proficiency in Canva and at least one capable video editing application; experience with Adobe Creative Cloud (Premiere Pro, Photoshop, Lightroom, Illustrator, InDesign) is an asset.
- Experience managing business or organizational social channels, content calendars, scheduling/publishing tools and platform analytics.
- Strong writing, editing, proofreading, interviewing and interpersonal skills; able to adapt tone and format for different audiences.
- Excellent file organization, production planning, project coordination, accuracy, attention to detail and ability to meet deadlines.
- Working knowledge of accessible digital content practices, consent, privacy, respectful representation and inclusive communications.
- Comfort using Microsoft 365, shared file systems and collaborative project tools; experience with website content systems and digital signage is an asset.
- Experience with paid social, creator partnerships, community engagement or newsletter editorial production is an asset.
- Demonstrated initiative, sound judgment, problem-solving, adaptability, accountability and willingness to improve systems and processes.
- Comfortable engaging respectfully with people of all ages and abilities in a busy recreation environment; on-camera presentation skills and additional languages are assets.

## **How to Apply:**

Expressions of Interest should include a resume and cover letter addressed to Human Resources at [humanresources@varietyontario.ca](mailto:humanresources@varietyontario.ca)

Variety is committed to providing an inclusive and accessible recruitment process.

Accommodation requests can be made at any stage of the recruitment process, provided the applicant meets the qualifications and requirements outlined in the job posting. Applicants are encouraged to communicate their accommodation needs when contacted.

We thank all candidates for applying. Only shortlisted candidates will be contacted about the next stages of the selection process, which will include in-person interviews and a practical component.

*For more information, please visit: [www.varietyvillage.ca](http://www.varietyvillage.ca)*