

# NEXT

## Creative and Content Manager

Reporting into the Director of Marketing and Communications, the Creative and Content Manager will be responsible for growing NEXT's online community and positioning our alumni (entrepreneurs) as *the leaders in Canadian entrepreneurship*.

Beyond just a designer, our ideal candidate is a problem solver who embraces challenges and thrives when tasked with translating big picture ideas into clear, articulate and impactful design solutions. You're known for using both sides of your brain; knowing how to write creative copy, design content and use analytics to optimize everything you do. You also understand how design can help drive strategic growth and your goal is to always leverage data in order to deliver tangible results.

You'll have experience with Adobe Creative Suite and can work across various mediums (digital, social, print, video, and podcast). It would be a bonus if you have experience building content strategies and calendars across a breadth of channels. You're comfortable in ambiguity and know how to work across an organization to bring new ideas to life. Most of all, you'll have a passion for entrepreneurship and advancing the tech ecosystem in Canada.

### Responsibilities include:

- Oversee the day-to-day administration and execution of marketing projects from start to finish, including researching, gathering and verifying content needed for print, video and digital-based products, determining creative, photography, design to ensure promotion of key messages and coordinating approvals for final copy
- Manage several internal and external-facing communication platforms including: website updates and maintenance, the monthly NEXT Canada newsletter, social media platforms, and recruitment-related communications
- Lead the creative strategy and execution of marketing collateral. Projects include; a quarterly digital magazine, annual report, signage, pop-up banners, and other digital signage
- Monitor and guide NEXT Canada branding principles and messaging input for initiatives across all staff teams (ie Development, Programs, Recruitment, etc) and liaising with expansion sites as needed. Review content for adherence to brand guidelines before external distribution
- Support the messaging strategy and content creation for events, NEXT Canada collateral, presentations, the website, special projects and more
- Participate in the strategic planning of events from a messaging and branding perspective, and supports event execution

### Preferred candidate qualifications:

- 3+ years design experience, proficiency with Adobe Creative Suite and video editing software; startup and marketing experience an asset

- Self-motivated, self-starter with the ability to work under minimal supervision
- Collaborative with excellent communication skills and creative writing capabilities
- Project management skills and attention to detail
- Experience with day-to-day social media management, trends, tools (scheduling, listening), measurement and optimization
- Passion for entrepreneurship and an understanding of the importance of accelerators in advancing early stage ventures required

**Pay and benefits:**

NEXT Canada offers a competitive compensation, RRSP, and benefits package.

Salary: \$53,276 - \$65,000 (pay band: \$53,276 - \$79,914)

**To apply:**

To apply, please email [careers@nextcanada.com](mailto:careers@nextcanada.com), referencing 'Creative and Content Manager' in the subject line. Include your resume, cover letter and digital portfolio by September 8, 2021.

**About NEXT Canada:**

NEXT Canada is a national, non-profit organization that develops exceptional talent to build world class ventures and propel technology adoption. Founded in 2010 as The Next 36 by a group of pioneering business leaders and academics, NEXT Canada is today a leader in the delivery of cutting-edge programming designed to foster lifelong entrepreneurship in three streams: Next AI, Next 36 and Next Founders.

Our programs, delivered through meaningful partnerships between government and the private sector, strengthen the foundations of Canada's current and future health and prosperity.