

April 13, 2022

Job Opportunity:

**Social Media Marketer and Web Design
Neuromotion Rehab
Virtual Assistant**

Vision Statement

We strive to be and be regarded as the best Neurological and Complex Care Rehabilitation team in British Columbia.

Our Values

We are compassionate, knowledgeable, honest, dedicated and collaborative.

Position Summary:

We are looking for an experienced and creative Social Media Specialist to join our team for approximately 20 hours a month. As our Social Media Specialist you will report to the CEO. You will be responsible for developing and implementing our Social Media strategy with goals to increase our online presence and improve our marketing and sales efforts. You are adept at using your stellar writing skills to draft content that can be leveraged for social media, blog, collateral materials, video, websites, etc. A systems thinker, you see the big picture and work with your team and across other departments to develop an editorial calendar for content development and execution across channels. You will be working closely with the company directors.

Who is Neuromotion?

- Neuromotion Rehab dedicates specialized knowledge, compassion, and the latest innovations to provide services for individuals with neurological conditions.
- **Mission Statement:** To positively affect the lives of our clients and their families by dedicating our specialized knowledge, the latest innovations, and our compassion to provide the most rewarding rehabilitation experience possible.
- **Core Values:** We are guided by the needs of our clients and their families.

Who you are.

You are passionate, driven, friendly, empathetic, and bring a positive attitude to the workplace. As a Physiotherapist you approach client care with compassion, knowledge, and professionalism. Additionally, you can multi-task, are willing to learn, and are adaptable to change. Your strongest asset is your capacity to treat your clients in becoming the best they can be. Your ability to

connect and build rapport with clients and their families as well as work with multidisciplinary team members will have a direct impact on the care of individuals with neurological injuries.

What will you focus on?

- **Collaborating** with our Clinical Directors on developing creative, new and unique content executing social campaigns for 3 clinics.
- **Managing** our social media channels including (LinkedIn, Twitter, Facebook, Instagram and Youtube), sourcing of news items, development and distribution of content, channel engagement, growth and oversight.
- **Developing** a social media strategy; staying attuned to trends and innovations, new platforms and channels to constantly evolve, check and adjust strategy.
- **Analyzing** and reviewing social media channels and developing content that is optimized for engagement, reach and conversion (ROI).
- **Driving** strategic social content planning, scheduling, and posting on channels consistently
- **Following** social reports on a weekly basis against our own metrics, competitors, and industry averages; helping prepare data for monthly and quarterly business reports; tracking channel success against department KPIs, providing rationale and recommendations as needed.

What do you bring?

- 2+ years of social media and marketing experience
- Demonstrated track record and deep understanding of the social media ecosystem, content planning, and execution
- Experience in copywriting and producing content for social, blog, website, video and other media
- A passion for digital innovation and a finger on the pulse of digital trends
- Knowledge of channel analytics and reporting experience
- Exceptional writing, organization, research, and communication skills
- A self-starter with excellent judgment, influence, leadership, and integrity. Strong and proven project management skills

What we offer you.

- A positive and rewarding team environment
- Contracted part time work (20 hours a month)
- \$16-18 / hour
- Great communication with an enthusiastic management team

Contact us today!

Please submit a cover letter and resume to: hr@neuromotionphysio.com



Note:

This job posting is intended to describe the general requirements for the Social Media Specialist position. A complete list of assigned duties, responsibilities and requirements will be discussed during the interview process and subsequently documented in the Employee Performance Plan.

Neuromotion is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the basis of race, colour, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Only those applicants under consideration will be contacted. Please accept our sincere gratitude for your interest.