



A little bit about us

Virox® Technologies Inc. is a leading research and manufacturing company, dedicated to arming the entire spectrum of global markets with state-of-the-art, patented, Accelerated Hydrogen Peroxide® (AHP) disinfectant technology.

We are constantly seeking new ways to transform ourselves and our role in disinfection and are currently on the lookout for a Social Media Strategist that shares our passion for safety, sustainability, biosecurity, infection control, and education. If you're a self-starter that values teamwork, thinks outside the box, and wants to join the fight against pathogens like COVID-19, keep reading. This could be a great partnership for both of us.

The Social Media Strategist

The Social Media Strategist works closely with our brand teams to develop and execute social media strategies across our brands and channels, to drive awareness, improve synergies and increase engagement.

A day in the life of a Social Media Strategist at Virox will include...

- Developing, implementing, and managing social media strategies through competitive research, platform optimization, benchmarking, messaging, and audience identification.
- Monitoring, analyzing, and reporting on social media performance and implementing learnings to optimize strategies.
- Planning and managing social media content, including content creation and content calendars through collaboration with internal teams and working to increase content efficiencies.
- Executing community management, including nurturing, and growing our communities, influencer outreach efforts, as well as monitoring, listening, and responding in a manner that drives business.
- Working closely with the marketing brand teams to develop social media campaigns that align with marketing initiatives and helps to achieve marketing objectives, including implementing, monitoring, optimizing, and reporting on campaign performance.
- Supporting marketing teams with developing YouTube strategies to optimize content and performance and leverage best practices.
- Staying up to date with the latest social media best practices and technologies and educate our internal teams.
- Pitching in with projects and tasks, as they come up.

Does this sound like you?

- You have a University degree or college diploma in digital marketing, communications, journalism, marketing, or another relevant program required.
- You have 3 years managing social media/digital content and platforms.
- You have proven expertise in a variety of social media channels (Facebook, Twitter, Instagram, LinkedIn, etc.) and best practices. YouTube content creation and optimization is considered an asset.
- You possess experience with paid social campaigns, dashboards, audience segmentation, and reporting (e.g. Twitter Ads, Facebook Business Manager etc.)
- You are an expert with social media publishing and management tools (Hootsuite, Sprout Social, Later, HubSpot, etc.)
- You are proficient of MS Office Suite, Adobe Creative Suite, CMS and EMS systems, as well as Google Analytics.
- You are skilled with editing/content creation software such as Adobe, Giphy, etc. and possess strong photo, video, and texting editing skills.
- You have experience monitoring, moderating, and responding to user comments, feedback, response protocols with social media communities, groups forums and message boards.
- You have an excellent understanding of social media KPIs with demonstrable experience with social analytics tools.
- You are comfortable working and liaising with social media influencers, brands, and personalities.

- You are an excellent communicator with solid presentation skills.
- You are detail and deadline-oriented, organized and able to support multiple projects.
- You are a proactive team-player with a strong sense of urgency that's able to build and maintain solid relationships within a cross-functional team.

What's in it for you?

- A chance to be a part of a team that is actively contributing in the fight against COVID-19 and other threats to biosecurity, through education and awareness.
- Room to learn and grow.
- An opportunity to experience something deliberately different, while continuing to grow, develop, and learn new things.

Want to join the adventure?

If so, then tell us a little bit about yourself by forwarding your resume to: jobs@virox.com .

Virox Technologies Inc. is committed to providing accommodation for individuals with disabilities. Accommodation will be provided upon request in all parts of the hiring process as required in accordance with the Virox Technologies Inc. Accommodation Policy. Candidates requiring accommodation are asked to make their needs known in advance. We sincerely thank all applicants who express an interest in this role; however, only those candidates being directly considered will be contacted.