We’re looking for a content creator & social media lead!

Are you an incredible content creator and curator living in Toronto? Are you passionate about innovation, creativity, and the future of work and learning? Then please read on!

Twenty One Toys is looking for a versatile and empathic communicator to help us implement our content strategy. The ideal candidate has experience creating both written and visual content to engage specific audiences across a variety of channels.

Passion for learning is essential. In addition to learning how to speak in our brand voice, your job will be to continually apply what you discover about the content, channels, and communication strategies that resonate with our different customer segments.

Requirements you’ll need:

• Ontario residency
• 2+ years experience in communications, involving digital content creation, copy writing and social media curation
• Working knowledge of and access to Adobe Suite, specifically Photoshop and InDesign
• Examples of engaging writing as well as a visual portfolio showcasing your design skills
• Passion for our core values (see last page)

Bonus points:

• If you have experience working with SEO
• If you own a nice camera

What you’ll be working on specifically:

• Creating and managing our social media calendar
• Curating weekly top ups of our social media channels
• Editing or creating unique visuals to support various channels
• Working alongside our core team to update website copy, email copy and newsletters
• Writing blogs that align with the interests and needs of our customers
• Capturing and editing photo and video content

Interested?

Please email hireme@twentyonetoys.com. Include “I make content!” somewhere in the subject line and send us:

• A cover letter (GET CREATIVE!!!)
• A CV or your LinkedIn profile
• A link to a portfolio showcasing your work

We are an equal opportunity employer and strongly support applications from diverse backgrounds and communities. Only candidates under consideration will be contacted.
Twenty One Toys - core values

**SWING into it**
Enthusiastically embrace every challenge as an opportunity. Be flexible!

**PLAY, IMPROV/E, CREATE**
Create with play, humour, and improv in mind. Embrace the unknown with curiosity.

**MAKE CONNECTIONS**
Every conversation is an opportunity to listen, learn and make connections. Get outside!

**a YES is a YES**
Think twice before saying yes, because yes means an unwavering commitment to following through.

**THE DESIGN IS IN THE DETAILS**
Be thoughtful in the details, looking towards efficiency – get to the point!

**MAKE others SHINE**
Celebrate and recognize the contributions of others. “I don’t shine if you don’t shine”

**START from the HEART**
Humility, empathy, thoughtfulness, and respect are at the start of every decision. If you don’t understand, ask!

**RADICAL CANDOR**
You’re responsible to push yourself, others, and the work to be better. Support our team’s resilience by caring personally while challenging directly. This means speaking up if someone needs a helping hand or difficult feedback!

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Thanks!
Twenty One Toys @ Centre for Social Innovation
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