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## Digital Media Specialist

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On Behalf of Our Client Partner:

The Northcrest logo is centered within a white rectangular box. It consists of the word "Northcrest" in a bold, black, sans-serif font. A small green triangle is positioned above the letter "h" in "North".

**Northcrest**

February 2022

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Prepared by Matrix360 Inc.



150 King Street West, Suite 360

Toronto ON M5H 1J9



416.703.3400



info@matrix360.ca

## About Matrix360

**Matrix360** is a dynamic, talent management and workplace strategy firm with two decades of success; we have refined our people-centric approach that ensures that we evaluate the unique nature of the individual and the key dynamics of each client we do business with. We implement a highly systematic approach. We begin by tapping into our broad base of knowledge cultivated from our vast experience, connecting people to ideas and ideas to people. From this platform of intelligence, we connect clients to candidates and candidates to clients, ultimately enabling us to provide dynamic solutions to recruitment and career requirements. In addition, we are steered to preserving a boutique environment and the mentorship mindset. We deliver a personal touch and a commitment to integrity, equity, and collaboration.

Matrix360 remains true to the Commercial Real Estate and Development (CRED) industry areas of expertise, which include construction, development leasing, real estate investments, operations, accounting, legal, planning, architecture, sustainability, asset, and property management sectors.

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## About Northcrest

**Northcrest Developments** (“Northcrest”) is a Toronto-based development firm leading the master planning and redevelopment of 370 acres of the Downsview Airport Lands. The development is one of the largest in North America and will be completed over 30+ years. Ambitious and responsible, Northcrest is transforming the lands into vibrant communities to live, work and gather in.

Northcrest Developments is a wholly owned subsidiary of the Public Sector Pension Investment Board (“PSP”), one of Canada’s largest pension fund managers. PSP Investments bought the 370-acre site from Bombardier Aerospace in 2018.

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## Digital Media Specialist (1 year contract)

On behalf of our client Northcrest, we are seeking a **Digital Media Specialist** to join their team on a contract basis, with opportunity to become permanent. This individual will report to the Communications Manager and will be responsible for digital media, graphics production, and social media management.

The ideal candidate is a creative, resourceful, and self-motivated achiever with the passion for content creation, and has experience designing digital assets for social media, web, presentations, and print media. This individual possesses a track record of creating engaging content and graphics within tight deadlines. The compensation range is \$65,000 - \$85,000, depending on level of experience and exposure, plus a discretionary bonus. Our client is an advocate for diversity and recognizes the importance of leadership engagement within its framework.



## Responsibilities

- Develop digital content, including but not limited to graphic assets, social media posts, ads, print materials, and PowerPoint presentations to support Northcrest's corporate, communications and community engagement efforts.
- Review and co-create content with Northcrest's design consultants.
- Update Northcrest's internal editorial calendar and support the development and execution of content in a timely manner.
- Support the development of Northcrest's Digital Media Strategy for all facets of the Downsview redevelopment project
- Effectively oversee, monitor, and analyze the performance of digital media communications to boost awareness and alignment of project objectives
- Analyze web traffic and trends to identify areas of opportunity
- With oversight from the Communications Manager, day-to-day management of Northcrest's corporate social media accounts, including content development, posting, ads/promotions, and monitoring.
- Ensure the corporate and engagement websites are current; coordinate website changes.
- Attend community engagement and public relations events
- Assist with developing press kit materials as required

## Qualifications

- Ideally 1-2 years of digital media and communications experience, open to new grads with internship or freelance exposure
- Ability to handle multiple priorities and self-motivated in a fast-paced work environment
- Proficient in design software such as Canva and Adobe Creative Suite (Illustrator, Photoshop, InDesign) to produce graphic assets, and digital and print media
- Proficient in the use of Twitter and Instagram, and knowledge of social media algorithms and content management tools
- Excellent time management, judgement, and problem-solving skills
- Ability to work independently and in coordination with a high performing team
- Exceptional ability to communicate clearly both verbally and in writing
- Skilled in creating, editing, and promoting content
- Knowledge and understanding of major digital marketing platforms

## Follow Us:

- Twitter: @matrix\_360inc
- LinkedIn: [www.linkedin.com/company/matrix-search-group](http://www.linkedin.com/company/matrix-search-group)
- Instagram: @matrix360\_inc

**If you are interested in this position and would like to join a successful and dynamic organization, please forward your resume in Word format to:**

**[careers@matrix360.ca](mailto:careers@matrix360.ca) or please call 416.703.3400**



*At Northcrest Developments, we are committed to putting our people first. Our priority is to optimize the health, safety, and productivity of our people. Given the importance of keeping one another safe, including our stakeholders and partners, please note that Northcrest Developments has a mandatory COVID-19 vaccination policy in place. As such, applicants that receive a conditional offer of employment from the Company will be required to provide proof of full Covid-19 vaccination to the Company. You may also be required to undergo additional immunization to maintain a fully vaccinated status against COVID-19 whenever local Public Health Authorities recommend additional immunization. The Company will consider individual requests for accommodation by applicants who cannot be fully vaccinated due to medical or protected grounds under applicable Human Rights legislation.*

*Northcrest and Matrix360 are a strong advocate for diversity, equity, inclusion, and belonging and an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, abilities, age, sexual orientation, gender identity, national origin, veteran status, or genetic information. Northcrest and Matrix360 are committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities.*

*To request a reasonable accommodation, contact David Bendea, [david@matrix360.ca](mailto:david@matrix360.ca) or 416 703 3400 extensions 230*

