Position: Social Media Content & Brand Activation Specialist
Department: Marketing
Employment Status: Permanent Full-Time
Reports To: EVP, Marketing & Partnerships
Location: Hybrid – Toronto
Salary Range: $55,000 - $65,000
Role Type: Replacement role
Hiring Status: Current hiring

Your Career Opportunity

This exciting role is an opportunity to drive social media engagement and bring the brand to life for redtag.ca, one of Canada's largest travel companies. The Social Media Content & Brand Activation Specialist creates engaging content, tells compelling travel stories and delivers memorable brand experiences that connect with new audiences and inspire Canadians to explore the world.

This hands-on role focuses on creating and publishing social content, growing an engaged community, and executing events, sponsorships and brand activations that build awareness and turn travel inspiration into action.

The ideal candidate is a creative storyteller who is comfortable behind and in front of the camera, understands social media culture, and can turn trends, travel experiences and live events into relevant, engaging content. They bring curiosity for AI tools and innovation, along with the organization and energy to coordinate activations, engage with consumers and manage multiple priorities in a fast-paced environment.

How You Will Be Spending Your Time

Social Media Content Creation

- Develop, film, edit and publish content for platforms including Instagram, TikTok, Facebook and YouTube, with a strong emphasis on short-form video, Reels and Stories.
- Create platform-specific content, including travel inspiration, brand storytelling, behind-the-scenes coverage, promotional content and interviews.
- Write engaging captions, develop creative hooks and tailor messaging to each platform while maintaining a consistent brand voice.
- Build and maintain social content calendars, balancing planned campaigns with timely, spontaneous content opportunities.
- Identify relevant trends, cultural moments and emerging formats, and translate them into ideas that feel authentic to our brands.
- Capture and produce content independently, using mobile production tools and editing software, while collaborating with the creative team on larger initiatives.
- Source and repurpose user-generated and creator content, securing appropriate permissions before use.

Brand Activations & Event Content

- Coordinate and execute brand activations, sponsorships, consumer events and partnership experiences that drive awareness, audience participation and engagement.
- Develop creative activation ideas that encourage social sharing, content creation and meaningful interaction with our brands.
- Coordinate event logistics, branded materials, partner deliverables and on-site setup with internal teams and external partners.
- Attend activations to engage with consumers and capture compelling photo and video content for use before, during and after each event.
- Create real-time social coverage and timely event recaps that extend the reach and impact of each activation.
- Incorporate relevant calls to action that encourage social follows, app downloads, sign-ups and further brand engagement.
- Ensure brand presentation, messaging and consumer experiences are consistent across activation touchpoints.

Community Engagement & Creator Collaboration

- Monitor social channels and respond to comments, messages and mentions in a timely manner, coordinating with customer service teams when needed.
- Proactively engage with relevant communities, creators and partners to strengthen brand visibility and build relationships.
- Identify opportunities to collaborate with content creators, influencers and brand ambassadors who align with our audiences.
- Coordinate creator briefs, content deliverables and event participation, ensuring alignment with campaign objectives and brand guidelines.
- Bring audience feedback and community insights into content planning and activation ideas.

Campaign Collaboration & Performance

- Collaborate with brand, creative and digital marketing teams to translate campaign priorities into compelling social content and activation experiences.
- Create and adapt assets for organic social and paid amplification, incorporating feedback from the performance marketing team.
- Track content performance, including reach, video views, engagement, shares and audience growth, and use findings to improve future content.
- Support activation reporting by capturing participation, content generated and measurable actions such as app downloads or sign-ups, where tracking is available.
- Share practical recommendations and fresh ideas to improve content quality, audience engagement and activation results.

AI Tools & Innovation

- Use AI-assisted tools to support content ideation, script development, caption writing, video editing, subtitling and repurposing content across platforms.
- Explore new social media features, creative technologies and interactive formats to keep our content and brand activations fresh and relevant.
- Test new content concepts, creative hooks and production techniques, using audience insights and performance data to refine execution.
- Identify opportunities to streamline content workflows and improve production efficiency while maintaining quality and originality.
- Apply sound judgment when using AI, reviewing outputs for accuracy, brand voice, copyright considerations and privacy. Ensure content remains authentic, and follow brand guidelines for any AI-generated imagery or media.

How We Measure Success & Key Performance Indicators

Success in this role is measured by the quality and consistency of content, growth in engaged audiences, and the impact of brand activations. Specific targets will be established with the manager based on channel benchmarks, campaign objectives and available resources.

- **Content quality and delivery:** Consistent delivery against the content calendar and campaign deadlines, with assets meeting brand standards and platform requirements.
- **Audience growth and discovery:** Growth in relevant followers, reach among new audiences and profile visits across priority platforms.
- **Content engagement:** Improvements in engagement rate, shares, saves and meaningful comments, demonstrating that content resonates with our audiences.
- **Video performance:** Improvements in watch time, audience retention and completion rates, alongside relevant video reach and views.
- **Community engagement:** Timely, thoughtful responses to comments and messages, with increased participation and positive interaction across our social communities.
- **Brand activation impact:** Consumer participation, quality of on-site engagement, social mentions, user-generated content and reach generated through event coverage.
- **Measurable audience actions:** Tracked clicks, app downloads, sign-ups and other campaign-specific actions attributable to content or activations, where measurement is available.
- **Innovation and efficiency:** Regular testing of new ideas, documented learnings and improvements in production turnaround without compromising content quality.

Specialized Knowledge, Skills, and Attributes Required to be Successful

- A diploma or degree in marketing, communications, digital media or a related field, or an equivalent combination of relevant experience and training.
- A minimum of 2–3 years of relevant experience in social media content creation, digital storytelling or brand marketing, including hands-on experience supporting events or brand activations.

- A strong portfolio demonstrating short-form video, social storytelling and platform-specific content. Applicants should identify their role in developing and producing the work.
- Hands-on experience filming and editing mobile-first content using tools such as CapCut, Adobe Premiere Pro, Canva or comparable applications.
- Strong understanding of TikTok, Instagram, Facebook and YouTube, including platform culture, content formats and audience behaviors.
- Excellent writing and storytelling skills, with the ability to develop compelling hooks, captions and clear calls to action.
- Confidence behind and in front of the camera, including interviewing participants and engaging with consumers at live events.
- Experience with social media publishing, community management and analytics tools, and the ability to turn performance insights into practical improvements.
- Working knowledge of AI-assisted content tools, with sound judgment about their appropriate use and a willingness to learn new technologies.
- Strong organizational and project coordination skills, with the ability to manage content deadlines, event logistics and multiple stakeholders.
- A collaborative, proactive approach, with the ability to work independently and respond quickly to real-time content opportunities.
- Availability to attend on-site activations and events, including occasional evenings, weekends and travel, as required.
- **Preferred Qualifications include:**
    - Experience in travel, lifestyle, hospitality, entertainment or another consumer-facing industry.
    - Experience coordinating influencers, content creators, sponsorships or experiential marketing initiatives.
    - Familiarity with adapting social content for paid campaigns and testing creative variations.
    - French-language content creation skills.

Working Conditions

- Hybrid work environment (office and remote).
- Fast-paced, collaborative, and results-driven environment.
- Monday to Friday from 9:00 am – 5:00 pm (EST)
- 37.5 hours per week

Crew Advantages

- Competitive salary
- Medical and dental benefits
- 9 additional paid days: 1 birthday day, 5 sick days, 2 personal days, and 1 volunteer day
- Employer RRSP contribution program
- Awesome travel benefits for you, your friends, and your family
- Employee Assistance Program (EAP) for you and your family members

Who We Are

HIS Canada Travel Inc., a division of the H.I.S. Group, is one of Canada's largest travel companies. Incorporated in 2004, HIS Canada Travel Inc. owns and operates multiple wholesale and retail travel brands. The retail division, including redtag.ca, itravel2000.com, Sunquest, The Travel Experts, Merit Travel, Flights.ca and Cruises.ca offer diverse products to travelers including destination packages, flights and hotels worldwide, excursions and more. The wholesale travel business, TravelBrands, provides a full range of travel products including air, hotel, car rental, cruise and specialty to travel agents and retail agencies throughout Canada. HIS Canada Travel Inc. is a comprehensive one-stop shop for agents and travelers alike.

Are You Ready to be part of the team?

If you're interested in this opportunity, please submit your cover letter and resume to careers@travelbrands.com.

We thank all applicants for their interest; only those selected for further consideration will be contacted.

HIS Canada Travel Inc. values diversity in the workplace and is committed to employment equity. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), HIS Canada Travel Inc. will provide accommodation, accessible formats, and communication support for the interview upon request and we will work with you to meet your accessibility needs.