



## Job Description

### Junior Associate, Integrated Media(012756)

**Primary Location**Canada-Ontario-Toronto

#### Description

Weber Shandwick's Toronto office is currently seeking a Junior Associate to join its Integrated Media team. The ideal candidate must be a team player with a strong understanding on how the marketing communications function impacts a client's business and how the client's business makes news.. He or she will have a strategic thinking mindset with creative problem solving abilities, refined project and team management skills and an understanding of the varied aspects of integrated marketing, including research, strategic planning and implementation. Familiarity with new communications tools, especially in the digital and social media realm, is essential.

#### Responsibilities:

- Develop a strong understanding of the client's business and target audience, and work with strategists and creative team members to deliver solutions that meet program objectives
- Monitor media outlets, understand industry issues that directly and indirectly affect the client, and analyze and distill meaningful insights from media coverage
- Generate story ideas and topic angles, draft and translate media materials, and pitch media to land earned coverage
- Support senior teams in developing strategic messaging for clients and creation of media plans and proposals that take an integrated approach to driving awareness with target audiences
- Leverage influencers (e.g. advocates, bloggers/vloggers and other relatable voices) to impact clients, their brands and marketing goals
- Provide thoughtful recommendations for content creation and distribution across multiple channels to support paid, owned and earned channels
- Partner with creative team to ensure ideas have strong earned media potential
- Participate in office-wide initiatives, seminars and meetings to further professional learning and development
- Actively participate in agency development and assist with new business

#### Basic Qualifications:

- Qualified candidates will have a minimum of one year of previous experience, a BA or BS degree in communications or a related discipline, and offer an integrated skillset that combines media relations, influencer partnerships and digital expertise

- Ability to contribute to research, strategic planning, development and execution of integrated marketing and social media programs
- Strong understanding of overall social media landscape
- Exceptional judgment and ability to think critically when working with team members, clients and partners
- Extremely organized and detail-oriented
- Independent, motivated and driven to meet key deadlines
- Strong time management skills with the demonstrated ability to prioritize across complex project

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