**Digital Strategist, Investor Education**

**Investor Office**

**File #22-159**

**Permanent, Full Time**

The **Ontario Securities Commission (OSC or Commission)** is the statutory body responsible for regulating Ontario’s capital markets in accordance with the mandate established in the provincial Securities Act and the Commodity Futures Act. The mandate of the OSC is to provide protection to investors from unfair, improper, or fraudulent practices, to foster fair, efficient and competitive capital markets and confidence in the capital markets, to foster capital formation, and to contribute to the stability of the financial system and the reduction of systemic risk. This mandate is performed through policy, operational, adjudication and enforcement work. The OSC also contributes to national and global securities regulation development.

**We offer a diverse, fair, and flexible work environment and take pride in our challenging and rewarding work. As we believe in rewarding outstanding performance, we offer a highly attractive, competitive base salary, generous performance** **pay, a highly sought after defined benefit pension plan and a comprehensive range of benefits programs with premiums paid by the OSC.**

The OSC is the only securities regulator in Canada to create a dedicated [Investor Office](https://oscgovonca-my.sharepoint.com/personal/rbalasubramanian_osc_gov_on_ca/Documents/HR/New%20positions/InvestorOffice.ca) with an aim to achieve better investor outcomes. The [Investor Office](https://oscgovonca-my.sharepoint.com/personal/rbalasubramanian_osc_gov_on_ca/Documents/HR/New%20positions/InvestorOffice.ca) is a regulatory branch that sets the strategic direction and leads the OSC’s efforts in investor engagement, education, outreach and research. The Office develops investor policy; plays a key role in the oversight of the Ombudsman for Banking Services and Investments; and provides leadership at the OSC in the area of behavioural insights and improving the investor experience.

The **Digital Strategist, Investor Education** in the [Investor Office](https://oscgovonca-my.sharepoint.com/personal/rbalasubramanian_osc_gov_on_ca/Documents/HR/New%20positions/InvestorOffice.ca) plays a key role in raising the bar for our investor education and engagement activities. This role is for someone with deep familiarity with and passion for modern engagement methods and tools, particularly social media, and who is motivated to make a difference.

**Position Overview**

Reporting to the Manager, Investor Engagement and Outreach, the Digital Strategist, Investor Education plays a critical role in supporting the Investor Office’s activities through engaging materials and outreach activities with investors, key stakeholders, partners and members of the media. This is an opportunity to have an impact on one of Canada’s most visited investor literacy websites [GetSmarterAboutMoney.ca](http://www.getsmarteraboutmoney.ca/) (over 5 million visits annually) and lead our expanding and popular social media channels.

**Key Duties and Responsibilities:**

* Support a range of Investor Office communications products, including social media, organic and paid media, regular newsletters, web copy and digital articles along with the social media editorial calendar.
* Conceive and help execute new, innovative and meaningful ways of engaging with investors on existing and new social media channels.
* Lead the writing and editing of certain core Investor Office communications materials including social media content, digital articles and products, blogs, press releases, outreach materials, long form digital articles and brochures.
* Work with internal resources to implement communication strategies including the selection of regular content, social media editorial themes, and web homepage features and provide input into the development of new online tools and features.
* Lead social media and other paid promotions in partnership with external providers.
* Conduct outreach with stakeholders, partners, social media influencers and bloggers.
* Support the timely development and review of the social media content calendar.
* Support media and event spokespeople with backgrounders, opening remarks, speaking notes and key messages.
* Conduct program reporting from digital and outreach activities and provide input to further strengthen Investor Office communications programs and activities.
* Support and provide writing and editing, as required, to support the conversion of core web properties such as GetSmarterAboutMoney.ca to a responsive design format.
* Support the Manager and Director by attending committee meetings (CSA) and project management of jurisdictional initiatives, including IOSCO World Investor Week.
* Lead the internal process of social media analysis, benchmarking, and campaign reporting to enhance the educational presence and engagement.

**Ideal experience:**

This role is for someone who is familiar and comfortable with investment industry and regulatory terms and concepts, who is driven by creativity and innovation, and who acts in a manner that is accessible and relatable, reflecting the values of the Investor Office and the OSC.

* Minimum of 7 years of relevant work experience, preferably in the financial services, government, education or communications sectors.
* Skilled plain language writer with demonstrated experience writing for online applications and social media in a marketing team and/or agency setting.
* Knowledge of financial concepts and the securities industry.
* Marketing, communications or PR project management expertise.
* Experience with new technology tools for effective communications and persuasive digital messaging.
* Experience with Google Analytics, Hootsuite, WordPress and/or similar content management system, Mailchimp and a demonstrated ability to learn new tools and methods quickly.
* Experience with design tools such as Adobe Creative suite.
* Experience with traditional and online marketing, search engine optimization and the use of analytics.
* High level of enthusiasm for the OSC’s mandate and the role of the Investor Office.

**You might be the sort of person who:**

* Is active on multiple social media platforms.
* Is eager to be a part of a dynamic, creative and fast-paced creative team.
* Has a love of excellent public engagement and an understanding of why it’s important.
* Knows a TFSA from an RRSP and an ETF from a GIC.
* Has a passion for communicating well to everyone in plain language.

**Grow your career and make a difference working at the OSC.**

**Apply online by Monday, March 20, 2023, at 11:59 pm EST, at** [**https://www.osc.ca/en/about-us/careers-osc**](https://www.osc.ca/en/about-us/careers-osc)

***We thank all applicants for their interest in the Ontario Securities Commission. We will contact those selected for an interview.***

***The OSC is committed to diversity and providing an inclusive workplace and providing accommodation in accordance with the Accessibility for Ontarians with Disabilities Act and the Human Rights Code. It is our priority to ensure employment opportunities are visible and barrier-free to all under-represented groups including but not limited to, Indigenous, Black and racialized groups, people with disabilities, women and people from the LGBTQ2S community, to achieve an employee demographic profile reflective of the demographic profile of Ontarians.***

***The OSC is a proud partner with the following organizations****:* [*BlackNorth Initiative*](https://blacknorth.ca/) *<*[*https://blacknorth.ca/*](https://blacknorth.ca/)*>,* [*Canadian Centre for Diversity and Inclusion*](https://ccdi.ca/) *<*[*https://ccdi.ca/*](https://ccdi.ca/)*>, and* [*Pride at Work Canada*](https://prideatwork.ca/) *<*[*https://prideatwork.ca/*](https://prideatwork.ca/)*>.*

*If you require an accommodation during the recruitment process, please let us know by contacting our confidential inbox* [*HRRecruitment@osc.gov.on.ca*](mailto:HRRecruitment@osc.gov.on.ca)*.*

*Visit* [*Accessibility at the OSC*](https://www.osc.gov.on.ca/en/accessibility-osc_index.htm) *<*[*https://www.osc.ca/en/accessibility-osc*](https://www.osc.ca/en/accessibility-osc) *> to review the OSC’s policies on accessibility and accommodation in the workplace.*