

This Is The Job: Social Media Strategist

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Social Media Strategist?

We're digital visionaries with an understanding of social media dynamics, trends, and analytics. Using our expertise, we develop and execute strategies that resonate with our target audiences.

This is what they do most days

I strategize...

I analyze target demographics and I develop data-driven social media strategies.

I create...

I develop captivating content from attention-grabbing posts to compelling videos and more.

I monitor...

Keeping up with social media analytics, I measure the success of campaigns and adapt strategies.

In their own words:

“ Never a dull moment. Every day brings new challenges, new learnings, new human connections. After eight years, I get up every morning as motivated as I was on my first day.”
- Jean-Philippe G.

Explore some of the skills you'll need.

- ✓ Ability to keep up with social media and emerging trends
- ✓ Ability to create compelling content across various social platforms
- ✓ Strategic thinking skills
- ✓ Ability to build and nurture online communities
- ✓ Ability to bring fresh ideas to the table

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org