



CBC Kids News Service, Program Assistant

Job Family Programming (TV-Radio-Web)

Primary Location Toronto

Position Language Requirement English Only

Language Skill Levels (Reading / Writing / Speaking)

Status of Employment Temporary

Work schedule(s) Full-time

Description

What it's like working at CBC/Radio-Canada

At CBC/Radio-Canada, we create content that informs, entertains and connects Canadians on multiple platforms. Our successes and accomplishments are driven by embodying and upholding values, which include creativity, integrity, inclusiveness and relevance.

Do you think you have the ability and drive to keep up with this exciting, ever-changing industry? Whether it be in front of the camera, on air, online or behind the scenes, you would be joining a team that thrives on making connections and telling stories that are important to Canadians.

Your role:

Are you a news junkie? Do you spend every spare second watching YouTube, snapping your friends and updating your Insta stories? Then this placement is for you!

In this role with CBC Kids you will work closely with the new CBC Kids news team to support the social media strategy for a kid's news service. We're looking for someone who will bring fresh ideas about how to produce accessible news stories for kids aged 9-13 on social platforms, is keen to learn more about social media best practices and excited to be part of a new content pillar being launched at CBC!

Oh - you should also like kids, think like a kid and act, from time to time, like a kid.

Key Tasks:

On a daily/weekly basis you are excited to contribute to the overall objectives of the kids news service by:

- Being part of a daily pitch meeting
- Updating the social media calendar
- Uploading kids news content to social platforms such as YouTube, Twitter, Instagram, Snapchat and Facebook

- Scanning the world of social media to help us stay on top of what's trending and spotting fresh ways of packaging content
- Working with developers and producers to spot opportunities for greater accessibility in our content production
- As required you may be asked to:
 - Help coordinate shoots
 - Source materials for shoots
 - Research story ideas
 - Help coordinate our ongoing research and development activities

Objective Criteria:

- Personal or professional experience in digital content production (for social, broadcast or online)
- Experience or an understanding of best practices when creating accessible content
- Knowledge of children's content, particularly for school-aged kids (9-13 years old)
- Experience working with children's content and knowledge of the unique landscape is an asset
- Experience working with kids is an asset
- A solid understanding of CBC's Journalistic Standards and Practices (JSP) is an asset

Subjective Criteria:

- Keen interest in news and current affairs
- Sense of humour
- Can take direction and instruction
- An eye for detail: from copy editing to posting
- Vision, creativity, ability to think outside of the box when creating news content that engages kids 9-13
- Passion for the digital publishing industry, tools and best practices for producing editorial content for social platforms such as YouTube, Facebook, Instagram, Snapchat and Twitter
- Desire to work within an organization with a mandate to uphold journalistic standards and practices
- An ability to work well with different teams, producers and senior stakeholders in a fast-paced, ever-changing environment
- Proven communication and interpersonal skills; loves working with a passionate team

This role is intended to engage candidates with a disability looking to gain valuable work experience, with the clear purpose of training and development with ongoing support from an identified mentor. As this placement is an opportunity for development and training, candidates who may not have all the requested criteria may still be considered.

Experience Required:

We are looking for a person who can bring experience through a diverse perspective.

CBC/Radio-Canada is committed to being a leader in reflecting our country's diversity. That's because we can only create and tell the stories that connect Canadians, by having a workforce that mirrors the ever-changing makeup of our country. That's why we, as an employer, value equal opportunity and nurture an inclusive workplace where our individual differences are not only recognized and valued, but also extend to and pervade all the services we provide as Canada's public broadcaster. For more information, visit the [Talent and Diversity](#) section of our website. If you have accommodation needs at this stage of the recruitment process, please inform us as soon as possible by sending an e-mail to recruitment@cbc.ca.

If this placement sounds interesting, please email your cover letter and resume, including the job title in your cover letter, to CBCplacements@careeredge.ca

Application deadline: Monday, June 25 at 11:59 P.M.

We thank all applicants for their interest, but only candidates selected for an interview will be contacted.