

DIRECTOR, Digital Content
Metroland Media
3125 Wolfedale Road, Mississauga

Reporting to the President, the Director, Digital Content will be responsible for developing the most compelling community sites anywhere, focusing on driving traffic to Metroland Media's websites and engaging online visitors. The Director, Digital Content works collaboratively with divisional colleagues to strategize, plan and deliver timely, relevant content to Metroland Media's websites. This position helps to set the agenda and priorities, and facilitates brainstorming for planned content, urgent news and announcements among members of the divisional news team. The successful applicant is expected to embrace innovative ways to present news and information online, measure and report on the effectiveness of online content. The Director, Digital Content evaluates the content's reach and engagement, and determines the best channel and optimal lifecycle for the content.

More specifically, this position will:

- Ensure content is optimized for the web and for driving traffic and engaging Metroland Media's audiences
- Coach, motivate and advocate for best practices for online content with colleagues across Metroland Media
- Lead idea generation, brainstorming and timing considerations for planned content, initiatives and themes
- Evaluate and measure effectiveness of overall content strategy and specific content, including setting Key Performance Indicators, and monitoring statistics, feedback and participation
- Analyze statistics to plan new content, initiatives, topics and the repurposing of existing content
- Interpret data to create multi-channel content opportunities and identify areas for improvement
- Collaborate closely with the Managing Director, Community Sites to strategize, plan and deliver timely, relevant content to the websites

Educational Requirements:

- A Bachelor's degree and/or the equivalent combination of experience and education

Minimum Requirements:

- At least 5 years of experience editing and writing in a professional capacity, especially for online audiences
- Management of internal and external content feeds
- Expert in social media and user generated content
- Mastery of web publishing tools and common office computer software programs
- Interest in learning new technology tools for online news and measurement
- Accomplishment in increasing web traffic and engaging online audiences
- Ability to plan and manage news and web projects in a collaborative, fast paced environment, coordinating the efforts of various colleagues and tracking project timelines and deliverables while maintaining the normal daily update cycle
- Strong online editorial skills and news judgement with a commitment to accuracy, news gathering, news planning, and building traffic
- Ability to leverage mobile platforms to engage audience
- Ability to work well, flexibly and productively in an environment where opportunities and priorities are constantly changing, and have the temperament to enjoy the process
- A proactive, client relations focus and attitude
- Demonstrated experience in meeting deadlines under pressure
- Excellent communication, teamwork and organizational skills

If this opportunity is the next exciting challenge you are looking for, please apply in writing before, August 2, 2013
to: Anne Williston, Vice President, Human Resources,
3125 Wolfedale Rd., Mississauga, ON, L5C 1W1 or at: awilliston@metroland.com



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**Seniority incentive for current B/E Licence drivers.*
**Must at be at least 21 years of age.*
**Must have valid full G Licence.*

ADULT CARRIER WANTED
DOOR TO DOOR DELIVERY

We are looking for one or two adults with a car to deliver the Independent and Flyers in Georgetown and / or Acton. One day per week. Various routes around town will vary from week to week (car is necessary). Please contact Nancy Geissler at 905-873-0301, extension #228.

WORK OPPORTUNITIES + TRAVEL

Childcare positions in Unites States, air fare, medical etc. provided. Childcare in Holland, New Zealand, Australia, Spain, England, China, etc. Different benefits apply. Hotel jobs in England. Teach in South Korea, air fare, medical etc. provided. Apply at: 902-422-1455
Email: scotiap@ns.sympatico.ca

Health Care/ Medical

FT Registered Cardiology Tech
for Brampton Cardiology Office.
Please Email Resume to: hr@bramptoncardio.com



Health Care/ Medical

Would you like to make a difference in the life of a Senior?

Home Instead Senior Care is now accepting applications for caregiver positions.

Call 905-463-0860
or apply on line at
www.homeinstead.com/3019

Office/ Administration

P/T Receptionist
Busy Brampton law firm is looking for a P/T receptionist for 20/30 hrs a week. Applicant must be client service oriented with excellent verbal and written communication skills. Candidate must be computer literate. Please email resume to alaina@sdslawfirm.com

Kitchen Help Servers Bartenders

Wanted to start immediately. Experience and maturity is a must and must be able to work until the end of October. Please send resumes to: steve@hornbyglen.com



NOW HIRING

Experienced Part-Time BAKER
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Drop resume at:
HEATHER'S BAKERY CAFE
103 Main Street, South Georgetown

GEORGETOWN SEARS
full and part time
SALES / CATALOG DESK AGENTS

Previous retail experience is an asset.
Interested candidates should fax or email your resume to:
905-877-4898 eb7599@sears.ca
or in person: 11 Mountainview Road, North

Technical/Skilled Trades

A reputable auto mechanic shop in Brampton is looking for an experienced
Auto Mechanic
for a F/T or P/T position.
Send resumes to: doraoa@hotmail.com
or call
905-463-9835

Sales Opportunities

CUSTOMER SERVICE REPRESENTATIVE AND PURCHASING MANAGER
Looking for energetic people, must have good computer and communication skills. Experience in industrial and construction fasteners an asset but not necessary. E-Mail humanresources504@yahoo.ca

Real Estate Salesperson CAREER OPPORTUNITY

We are looking for a self-starter who understands the importance of working within a team environment.

You should have the ability to connect with people and strong prospecting skills. Prior success developing a client-based business is an asset.

You should have exceptional listening skills, the determination to build a personal business base over time, and the desire and drive to earn a high-level executive income.

Must have at least high school equivalency and the ability to excel at college level courses.

New to the business and established sales people should forward **CONFIDENTIAL RESUMES** and enquiries to:
fpoulstrup@johnsonassociates.ca




Johnson Associates
REAL ESTATE LTD., BROKERAGE



Professional

Professional

Professional



PURITY LIFE HEALTH PRODUCTS LP

Purity Life, Canada's leading distributor of natural health products is looking for a hands on **CONTROLLER** for its Acton operations. The successful candidate will be responsible for managing the overall financial operations and will provide accurate information, including analysis, budgeting, forecasting and preparing financial reports. The Controller will be responsible for directing and managing the company's accounting functions, including establishing and maintaining accounting principles, practices, and procedures as well as the preparation of financial statements and reporting to CFO and externally. The Controller also maintains the company's accounting systems and implements changes as required.

REQUIREMENTS

- University degree in Business/Accounting,
- Must hold a professional accounting designation (CA, CGA, CMA)
- Minimum 7+ years of financial experience.
- Working knowledge of AS400 ERP computer systems

Email resumes to: susan.cornwell@puritylife.com

Sales Opportunities	Sales Opportunities	Sales Opportunities
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THE INDEPENDENT and FREE PRESS

Has an excellent opportunity for an individual experienced in print advertising sales or similar / related commission sales capacity.

The candidate we seek will demonstrate exceptional abilities in ...

- Prospecting / closing customers with advertising sales opportunities
- Cold-calling new or non-serviced businesses in Georgetown and surrounding area
- Creative thinking style and an ability to problem-solve
- Self-starter with loads of initiative who needs minimal direction
- High energy and a positive attitude
- Excellent verbal and written skills
- Literate in computer skills including Microsoft Word, Excel
- Driven for success
- Excellent organizational skills

This is a career position. You like to produce results and devote whatever time and effort is required to consistently produce improved results.

Remuneration includes:

- Base Salary
- Car Allowance
- Commissions
- Bonus incentive plan
- Benefits package

Post Secondary Education is an asset but not a pre-requisite.

Interested candidates email their resumes to: ccampbell@theifp.ca
Cindi Campbell
The Independent and Free Press



280 Guelph Street, Unit 29 Georgetown, Ontario L7G 4B1
We appreciate the interest of all applicants;
however only those selected for an interview will be contacted.



Having A Garage Sale?

Call 1-855-415-3237
Fax: 1-855-515-4991
haltonhillsclassads@metroland.com

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