Senior Manager, Social Content & Communities

Requisition	R0000191803
Employer	Royal Bank of Canada
Canadian locations	Toronto (Ontario, Canada)
Primary address	600 QUEENS PLATE DR, TORONTO, ON M9W 0A4, Canada
Posted	November 20, 2026
Date in the description	November 4, 2026
Posted deadline	December 4, 2026
Last day to apply	December 3, 2026
Business area	PERSONAL & COMMERCIAL BANKING
Employment status	Regular
Work schedule	Full time · 37.5 h per week
Pay type	Salaried

The position

RBC Enterprise Social Media is our center of excellence — the place where social strategy is conceived, built, and scaled across one of Canada's most recognized brands. We're looking for an experienced Senior Manager, Social Content & Communities to lead how RBC Direct Investing shows up across social: turning complex investing concepts into content people actually want to engage with, and building communities where investors feel heard. This is a role for someone who lives at the intersection of content, community, and compliance. You'll own organic social content and community building end-to-end for this exciting portfolio, shaping how we bring our value proposition to life.

Responsibilities

- Own organic social strategy on all key channels such as LinkedIn, Meta, TikTok, X, Reddit and emerging platforms – from planning to execution.
- Translating complex financial and investment concepts into accessible content, first and foremost, and managing digital communities in strict regulatory and compliance frameworks.
- Turn the dense investment topics, market updates, negotiating tools and educational resources into human-centred visual and written content.
- Develop, plan and deliver direct investment content on platforms in close partnership with the creative team and the organization's partners.
- Monitor daily engagement, comment on moderation and actively build the community in Reddit and other relevant social channels, transforming audiences into invested communities.
- Establish strong and reliable relationships with internal stakeholders, media agencies and platform partners.
- Partner with the customer contact centre, business operations and service teams to deliver and resolve inquiries and feedback from clients and the community from social media.
- Ensure that all copies, creative assets, disclosures and community responses comply strictly with financial sector regulations, branding guidelines and risk standards.
- Define the RCIs and channel parameters – scope, engagement, conversion and voice share.
- Deliver recurring ROI reports to leadership and partner teams that turn data into clear recommendations.
- Build a content-based strategy that always promotes awareness and consideration, taking advantage of creators and platform-native formats.

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- Manage monthly budget tracking, campaign performance reports and quarterly reviews of activities with platform and agency partners.

Qualifications

Requirements

- University degree; 7 years and more experience in content strategy and delivery (on the client or agency side), successfully proven to manage large-scale budgets, multiple business partners and agencies; invest content planning as an asset.
- 3 years and more experience in direct supervision of mentoring and reporting.
- Knowledge of Facebook Ads Manager, TikTok Ads, Reddit, Snapchat, Pinterest, LinkedIn Ads, and third-party planning and analysis tools.
- Ability to present polite presentations — comfortable presentation of strategy, performance and recommendations to managers.

Pay and benefits

A total compensation program with competitive pay, bonuses and flexible benefits, plus commissions and stock where applicable.

- Managers who coach employees and help them find opportunities to develop.
- A world-class financial services training programme
- Flexible work/life balance options
- Opportunities for progressively fulfilling greater responsibilities
- Opportunities for close relationships with stakeholders and trading partners

Job Skills

Content Creation, Content Management, Content Marketing, Digital Marketing, Marketing, Social Media Marketing

RBC accepts applications until 11:59 p.m. on the day before the posted deadline.

Our Employment Opportunities

RBC works as One RBC and follows five shared values: putting clients first, integrity, collaboration, respect and excellence. As one of the world’s largest and most successful banks, it sees inclusion and different perspectives as important to continued growth. RBC supports staff in doing their best work, working together, innovating and developing professionally. Its policies and programs foster respect, belonging and opportunities for everyone to create value for clients and communities.

Talent community

People who join RBC’s talent community can receive new postings, career advice and recruitment event updates tailored to their interests.

RBC’s careers portal shares information about career paths and how its teams contribute to client and community well-being.

RBC is accepting applications for an existing vacancy. Qualified applicants may hear from the recruitment team for a more detailed review of their résumé.

Search for requisition R0000191803 on the RBC careers portal.

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