

Tuesday March 24th 2026

Who we are

Twenty Two Media Group is a Canadian print and digital publishing company that produces **foodism** and **escapism**. Both are high-quality print magazines with a circulation of over 50,000 copies in downtown Toronto with supporting digital properties and events. In addition, we provide creative services which are sought out for providing fresh ideas and sharp perspectives to our clients' brands.

The position

We're looking for a highly motivated **Staff Writer and Social Coordinator** to join our team across foodism and escapism. This role is ideal for someone who is passionate about writing, social media and digital growth, and is excited to roll up their sleeves across all areas of a modern media business.

Reporting to our Editor, you'll be responsible for producing written content, supporting our digital strategy, building our newsletters and helping bring our brands to life across social platforms.

This role includes regular attendance at industry events, launches, and dinners on behalf of the company (approximately one event per week). It is ideal for someone who is passionate about the food and drink scene and excited about being out in the city — attending restaurant openings, media dinners and cultural events — and sees this as a highlight of the job. You'll need to have your finger on the pulse — staying ahead of trends and deeply immersed in the food, drink and cultural scene of the city. You'll be expected to capture content and represent the brand at events, often outside of standard working hours.

Roles and Responsibilities

Writing & Editorial

- Research and write SEO-driven articles for foodism and escapism
- Produce a mix of short- and long-form content for digital and print
- Produce sponsored content and branded editorial
- Fact-checking, photo sourcing and editorial production for print
- Interview chefs, bartenders and other public figures for print and digital content
- Upload and format content in CMS
- Assist with shoots, events, and general production

Social Media & Content Creation

- Create and publish social content, with a focus on Instagram reels
- Participate in brainstorming and execute consistent social-first content ideas
- Maintain the social media calendar
- Attend events, launches, dinners, and shoots to capture content on behalf of the brand
- Manage audience engagement (liking, commenting, responding to DMs)

Digital & Growth

- Build and execute Meta ad campaigns and support broader digital marketing initiatives
 - Monitor performance across web, newsletter, and social channels
 - Support the digital strategy by tracking content performance and trends
 - Build and send weekly newsletters across both brands
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Key Qualities

- 2–3 years experience in writing / media
- Strong writing and editing skills
- A genuine passion for food, travel and culture
- Very fluent on social media, particularly Instagram reels
- Basic understanding of SEO and digital content performance
- Highly organized, proactive, and able to take initiative
- Ability to work both independently and as part of a team

Nice to have:

- Experience in Google Analytics and building newsletters
 - Familiarity with WordPress or another CMS, Photoshop and InDesign
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Why Work With Us

You will be working in a small, self-funded, young, woman-led media/publishing business. This means the usual red tape, hierarchy, and politicking seen in larger traditional companies in this space doesn't exist. You can quickly make a difference (and decisions) here and see the impact of your work right away. If you feel passionate about rolling up your sleeves, being part of disrupting an old industry, and playing a major role in how we move into the future, we encourage you to apply.

What we offer:

- Base Salary: \$55,000 - \$59,000
- Generous vacation days
- Extended office closure in December
- Summer Fridays
- Health and lifestyle benefits program (HSA)
- Hybrid work model — 2 days in office per week; 3 days at home
- Yearly work from anywhere allocation
- Invitations to attend press trips and and unique culinary experiences

Please apply with a resume and portfolio samples of relevant work to: katie.bridges@twentytwomedia.ca

We are a respectful workplace committed to building a skilled and diverse workforce. We are an equal opportunity employer and believe in fostering an inclusive work environment where all individuals have an opportunity to succeed. We welcome and encourage applications from everyone. We look forward to hearing from you!