

## **Marketing and Social Media Coordinator**

Full-time Permanent Position.

\$37,000- \$42,000 annual salary, two weeks' vacation, Statuary holidays  
37 ½ hours per week, Monday – Friday (some evenings and/or weekends) when applicable

The Social Media & Marketing Coordinator will be responsible for a variety of marketing deliverables with an emphasis in social media. While the primary responsibility will be that of social media strategist, this person will also work on other marketing and public relations projects, not only in creating content for marketing pieces but assisting the public relations team with media request outputs and media reporting. This position will support non-profit organization.

### **Position Responsibilities:**

#### **1. Marketing Strategy**

Under the direction of the Board of Directors and reporting to the Executive Director, the Marketing Coordinator will:

Assist in the development of the detailed marketing plans, for both day-to-day operations and special events.

Create content and marketing collateral to support the marketing strategy (both written and visual)

Prepare and manage the monthly E-newsletter, distributed to members

Maintain the member database

#### **2. Social Media**

Create quality, creative and tasteful content for each social media channel and manage each account (Instagram, Facebook, and Twitter)

Assist in the creation and detailed plan for engagement and growth for each channel

Track and analyze engagement and performance. Submit monthly analytics to the marketing committee

Create and manage promoted posts and event pages

Create and maintain an online presence on social media

Feel comfortable being on camera and being a 'spokesperson' for the businesses

In-person visits to members to create and post content on their behalf

#### **3. Media Outreach**

Connect with media outlets to promote events and activities

Create content for blogs, print, television and more

#### **4. Member Engagement**

Provide communication and outreach to membership and community

Build and maintain relationships with Members

Work with board and members to increase member participation  
Assist with the Annual marketing presentation at our AGM

### **5. Website Management**

Create, collect and maintain content for the BIA-website  
Work with our webmaster to keep site up to date  
Manage BIA directory

### **7. Event Coordination**

Assistance with organization and administration of events  
Attend and report on events  
Execute tasks that support the success of the events  
Act as a liaison between participating members

### **6. Other Duties**

Vacation coverage  
Other duties as they may arise

### **Requirements for the position include:**

Minimum 1 year of experience in a marketing position  
Completion of Post-Secondary education in Marketing and/or Communications or a comparable program  
Strong knowledge of social media, including Instagram, Facebook and Twitter  
Demonstrated skills in creating compelling social media posts and content.  
Knowledge of SEO, keyword research and Google Analytics  
Experience with marketing email & social media tools such as Mailchimp, Constant Contact, etc.  
Exceptional verbal and written skills in the English language  
French as an asset (oral and written).  
Strong computer skills, including Microsoft Office, Microsoft Excel, familiarity with Photoshop and Illustrator is an asset.  
Photography skills are an asset  
Comfortable with multi-tasking and able to prioritize.  
Creative self-starter  
Ability to work independently and as part of a team  
Extremely detail-oriented and excellent communicator  
Out-going, friendly and positive