



Marketing - Content Coordinator/ PR

The Content Coordinator is responsible for creating high-quality, engaging, and appealing content to be distributed across various channels. This role will manage and oversee the scheduling of the company's marketing activities and internal/ external communications. The Content Coordinator will be responsible for managing the company's social media accounts through content creation, ideation/strategy, and analytics.

Key Responsibilities:

- Create and develop original social media content, including production, copywriting, and posting.
- Developing strategic social media marketing plans and supporting content calendar and overseeing the execution
- Proactively engage and follow our online presence by monitoring and participating in conversations, supporting local businesses and creating strong relationships with our followers
- Review analytics and create reports on social media performance and key metrics.
- Brainstorm and collaborate with the marketing department on the overall organization & creation of company content.
- Create and ensure content is up to date across all platforms (including social media, blogs, newsletters, print, out-of-home, brochures/flyers, etc.)
- Develop alternative marketing opportunities to maximize engagement and customer growth.
- Represent the company at network events – internal and external.
- Support the marketing and sales department in the planning of company-hosted events.

Requirements:

- Excellent verbal and written communication skills
- Knowledge of best practices related to PR, marketing, and social media.
- Ability to work independently and cross-functionally with others.
- Positive attitude, with the ability to think strategically in support of the bigger picture.
- Flexible and welcoming of change and growth.
- Strong attention-to-detail and time management skills when overseeing multiple projects.
- Valid driver's license – some travel may be required.
- After hours events possible.
- Other duties assigned by the marketing supervisor.

Experience and Qualifications:

- Bachelor's degree in marketing or related field or equivalent experience
- Prior experience working in marketing/ social media management/ graphic design (preferred)
- Experience working with graphic design tools such as Canva, InDesign or Photoshop (preferred)