

## **Social Media and Marketing Coordinator**

Gowan Consulting - Dutton, ON

**Purpose of Job:** To create RAVING customers through provision of excellent customer service and social media presence within our Dutton office location. Working with high energy National Health and Disability Organization providing sustainable solutions for employees and employers across Canada.

Social media coordinators are responsible for creating effective communication and relationships between the company and customers, mainly through social media platforms such as Twitter, Instagram, LinkedIn and Facebook. They oversee client correspondence and resolve customer inquiries through social media platforms in a timely manner. Social media coordinators mobilize different teams within their organization to increase brand awareness and support, and they have a friendly attitude and strong oral and written communication skills to coordinate with others in their team.

### **Social Media Coordinator Tasks**

- Imagine and create web post that nurture community interaction and conversation.
- Manage marketing efforts across social media platforms.
- Work with marketing and other departments to develop brand and message.
- Analyze performance metrics to increase productivity of posts.
- Respond to phone calls and email requests from customers, subcontractors and clients.
- Support report editing and distribution using Microsoft office 365 (Word, excel) Adobe Acrobat.
- Work collaboratively with the office team, customers and subcontractors.
- Conduct research regarding topics that pertain to the company and can be utilized to promote services through social media
- Create a positive company image through social media promoting our values, who we are and what we represent
- Create and maintain a consistent voice that represents the company
- Assist in the education of our audiences regarding our topics of interest/services to promote the company's vision and goals
- Convey a friendly and positive social media presence that is approachable and easy to navigate
- Manage campaigns online and generate copies for ads and blogs; they may also be in charge of reviewing product designs and advertising prints.
- Generate creative ideas to advocate company products or services, take part in creating and distributing newsletters, and update the organization's online presence through posts and responses to questions.
- Maintain consistent, meaningful posts that are in-line with the company's visions and goals
- Manage a supervisor's travel arrangements and plan and successfully set up company events.

### **Required Skills:**

- This position requires a bachelor's degree or diploma in marketing or a related field. Additional years of experience in a similar position are preferred.
- Work proficiently with twitter, facebook, Instagram, linkedin and other social media
- Work with canva, constant contact, wordpress, Professional Microsoft Office 365, Word, Excel, PowerPoint,
- Exceptional organizational skills and attention to detail.
- Professional communication both verbally and in writing.
- Ability to manage a fast paced, high workload environment with time management, patience and mindfulness of our customer's needs.

- Able to work with a team of high energy positive focused professionals.
- Ability to problem solve and create new solutions for growing organization.
- Ability to create meaningful posts through creativity and valid research
- Efficient writing skills to create educational blogs and newsletters
- Must have a strong awareness of privacy policies, and pay strong attention to detail.
- Work under strict deadlines and must be capable of multitasking while representing their organization positively.
- Recognize emerging technologies and trends, as well as develop and use effective marketing techniques to promote sales.

**Hours:** available to work up to 5 days a week, 9:00 am – 5:00 pm

Position available starting February/March 2019

Job Type: Full-time

Send resumes to [gowanhealth@gowanhealth.com](mailto:gowanhealth@gowanhealth.com)