

CreativeWorks Marketing is an award-winning marketing agency that provides strategic marketing for small-medium-sized businesses looking to increase their marketing results.

The **Marketing and Social Media Coordinator** has a passion for all things marketing and social, and understands what it takes to build online engagement and brand growth. As a real team player, you must be able to juggle several projects while meeting timelines and communicating well with others. You are a creative and reliable individual who uses good judgment and thinks quickly on your feet. You are enthusiastic - always looking to add value to our clients' growth, while balancing your meticulous nature and still rising to the challenge of competing deadlines without dropping the ball. We are an agency that welcomes your input and encourages learning.

**The job responsibilities include:**

Supporting the team on client projects and marketing initiatives including:

**Social**

- Familiarity with the inner workings and best practices of Instagram, Facebook, LinkedIn, Twitter and Constant Contact
- Experience with targeted and paid media promotion within social platforms
- Basic analytics capability to analyze performance, adapt and optimize content
- Provide insights and growth opportunities for client accounts
- Strong research and copy writing skills
- Good graphic skills and strong sense of design
- A thirst for knowledge and an ability to keep on top of changing practices within the world of social media
- Skilled posting and engagement practices that lead to growth for our clients
- Experience creating, implementing and managing social media campaigns for our clients

**Marketing**

- Implementing marketing activities for our clients
- Making website updates (content and sliders)
- Posting blogs for our clients
- Designing various collateral
- Issuing and tracking client eblasts, surveys
- Tracking social, PPC and web results (Google Analytics)
- Tracking, monitoring and enhancing Google AdWord campaigns
- Conducting PR including: research for targeted events, speaking opportunities and pitching stories to publications
- Updating and maintaining client emailing lists

**The successful candidate possesses:**

- Educational background in Marketing, Business, PR or Communications with previous experience in an agency
- Superior organization and multi-tasking skills
- Analytical abilities to assess information and present findings
- Exceptional attention to detail and accuracy
- Initiative and willingness to work independently as well as part of a team
- Ability to prioritize and work effectively within stated time frames and often unexpected deadlines
- Ability to exercise sound judgment in determining the appropriate course of action

**This role requires:**

- 1-2 years of experience in a similar role (preferably in marketing)
- Good knowledge of marketing principles, online marketing, and social networking
- Superior people skills, professionalism, maturity, initiative and can-do attitude
- Experience in writing and engaging on various social media platforms
- Proven organization and multi-tasking skills
- Experience with Adobe Creative Suite, particularly Illustrator and InDesign
- Understanding of SEO techniques and how to implement them
- Friendly and outgoing personality with a drive to learn and ask questions
- Experience with, and ability to edit WordPress sites (divi theme)
- Access to a reliable car
- Google AdWords certificate is an asset

**What we offer:**

- An opportunity to engage with various aspects of marketing
- An opportunity to make a difference
- Amazing hands-on and limitless learning opportunities
- An encouraging and supportive team culture
- Open and collaborative work environment
- Vacation days PLUS a week off at Christmas
- Onsite restaurant and Tim Hortons next door
- Team lunches
- Free and ample parking

**We are located at the intersection of Woodbine and Steeles in Markham, just off the DVP with the TTC in front of our building.**

Please apply with your resume and cover letter with “Marketing and Social Media Coordinator Position” in the subject line. Only those selected will be contacted for an interview. No phone calls, please.