We are looking for a high energy, Social Media and Content Marketing professional, with a strong work ethic, who is driven, and exudes positive energy. As the Social Media and Content Marketing Coordinator you should use your creativity and thorough knowledge of the industry, marketing and sales process to provide innovative ideas for business growth. Communication and management skills are also essential for this position.

**General Responsibilities:**

* Develop an understanding of brand identity
* Managing media library and selecting content that aligns with brand identity for social platforms
* Determine appropriate timeline for posting, engaging and optimizing content specific to each platform
* Develop and manage the social media platform strategy for our key channels- website, social, blog etc. all aligning with TGH brand
* Develop innovative content and work from ideation through to execution and post campaign analysis across all platforms
* Build and maintain relationships with industry influencers, media, and ourpartners
* Stay up to date on social media trends and updates
* Analyze content performance across all platforms
* Proactively monitor online content to ensure information is accurate, up to date and error free
* Explore other platforms to assist in further outreach of brand awareness.
* Manage media monitoring platform
* Support sales and marketing with research and various organizational duties
* Regularly update The Great Hall website and work with website developers
* Handle email direct marketing platforms: planning, list selection, segmentation, customer profiling, targeting, email building and deployment, post-campaign analysis and performance reporting
* Working alongside the marketing manager to determine and develop on-going promotional marketing priorities to drive acquisition and growth
* Contributing to consumer events and activations

**Desired Qualifications:**

* Strong organization, prioritization and, and time management skills with the ability to manage multiple projects
* Outgoing and charismatic personality
* Strong interpersonal and relationship management skills
* College or university degree in Marketing or Communications
* 2+ years working in a social and/or marketing role
* Advanced knowledge in Microsoft Office, Adobe Illustrator, Adobe Photoshop
* Ability to work under minimum supervision as well as part of a team
* Ability to make decisions based on company policies and procedures
* Detail oriented, project oriented, creative, energetic & positive
* Excellent written and verbal communication skills
* Ability to notify and address trends in a creative and outgoing manner
* Must know own limitations and when it is necessary to call for assistance

We provide a compensation package that is comprised of a competitive salary.

We are an Equal Opportunity Employer that does not discriminate on the basis of race, color, religion, sex, national origin, ancestry, marital status, age, sexual orientation or disability or any other classifications protected by provincial and federal laws.

Please submit your cover letter and resume to [jobs@thegreathall.ca](mailto:jobs@thegreathall.ca)

We thank all applicants for their interest in The Great Hall; however, only suitable candidates will be contacted to continue the application process.