



Career Opportunity

Marketing and Social Media Coordinator

Are you looking for a rewarding career with opportunities for advancement that makes a difference?

THE POSITION

The Marketing and Social Media Coordinator reports to the HaiCo Brand Manager and is involved in a broad range of communication and marketing activities to support the strategic goals of several distinct brands. Their focus is on content development for a range of platforms including websites, social media channels, sales collateral, media releases and print. S/he will be HaiCo's digital community manager interacting as our face and voice on all online platforms including review sites. Preference will be given to qualified candidates of Haida ancestry.

KNOWLEDGE, SKILLS AND ABILITIES

- Has exceptionally strong writing skills, creativity, marketing knowledge and ability to write on-brand, engaging content for various formats.
- Is a keen proofreader with an eye for detail and expert knowledge of grammar and style.
- Must be tech-savvy, with in-depth knowledge and understanding of all relevant, new and emerging social media platforms and how they can be leveraged in different scenarios, and experience with online monitoring and measurement tools.
- A people-person with great customer-service and the ability to professionally moderate online and offline conversations within our communities.
- Enjoys working in a fast-paced environment. Creative, with excellent organizational and multitasking skills. Is a natural problem solver and a quick learner.
- Knowledge or experience of working in a First Nations environment.
- Passionate and articulate with the ability to analyze the implications of online communications and messages. Responds to comments and customer queries or concerns in a timely manner.
- Ability to identify and track relevant digital community metrics (e.g. repeat attendance at events).
- Keen on building relationships with customers, potential customers, social influencers, industry professionals, and media. Consistently engages online to maintain and grow each brand's dedicated audience.
- Ability to interpret website traffic and online customer engagement metrics.
- Knowledge of online marketing and marketing channels.
- Able to strictly adhere to the brand standards and voice of multiple distinct organizations.

TRAINING, EDUCATION AND EXPERIENCE

- Diploma or degree in communications or marketing, or an equivalent combination of skills, training and experience.
- Two years of work experience in a similar role.
- Experience in hospitality, tourism or a comparable industry preferred.
- Experience managing multiple social online platforms and tools (eg. Buffer, Facebook, Twitter, Instagram, Hootsuite).

HOW TO APPLY

Please submit your cover letter and resume to hr@haico.ca. The position will remain open until filled.