



Social Media Coordinator

We are seeking an experienced Social Media Coordinator to assist with the planning, implementation and monitoring of the company's social media strategy to increase brand awareness, improve marketing efforts and increase sales. This position will support both Regional Group and eQ Homes.

About the role

The Social Media Coordinator is responsible for:

Strategy

- Executing a results-driven social media strategy as outlined by each department head.
- Collaborating with marketing team to create a social media calendar.
- Monitoring social media channels for industry trends.
- Reviewing analytics and creating reports on key metrics.
- Assisting in the development and management of social media marketing and marketing strategy.

Implementation

- Developing, creating, and curating engaging content for social media platforms.
- Attending events and producing live social media content.
- Maintaining a unified brand voice across different social media accounts and channels.
- Interacting with audience and responding to social media messages, inquiries, and comments.
- Creating and executing ads/boosted posts.

About You

You are/have:

- a bachelor's degree in marketing/related field, or comparable relevant work experience.
- a minimum of one year of experience with B2C and/or B2B social media marketing or content development.
- direct experience using social media management tools (Hootsuite, Sprinklr)
- experience with Microsoft Office (Excel, Outlook)
- experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent digital media editing tools (a plus).
- proficient with video and photo editing tools, digital media formats, and HTML.
- strong copywriting and copyediting skills.
- top-notch oral and verbal communication skills.
- impeccable time management skills with the ability to multitask.
- have a valid driver's license, clean driver's abstract and a vehicle.

About us:

We:

- empower our people to strive for creativity, uniqueness, and distinction.
- are driven by the values of doing the right thing; building well for lasting value, creativity, fun and respect.
- are the Builder of Choice in the National Capital Region.
- build lifestyle communities throughout Ottawa.
- are committed to the best customer experience in Canada!

We offer a dynamic opportunity!!

If you are an applicant with disabilities and require accommodation, please let us know in advance so that we may arrange for their provision.