



Position: SOCIAL MEDIA COORDINATOR - (part-time) 21-30hours/week

Location:

- Downtown St.Catharines, ON
- Working Hours: 3 to 4 days/week Monday – Thursday, 9:00-4:00 pm on site
- \$15-20/hour (dependent on experience)

Here at Giant Shoe Creative Agency, we are a full-service creative agency that executes a multitude of projects for growing businesses. We are passionate about the art of storytelling and producing high-quality creative pieces. We follow through on every detail from planning to delivery, everything is handled with the same attention to detail to get results our clients love.

Services we provide include:

- Brand Marketing Strategy & Development
- Social Media
- Website Design and Development
- Media Creation - Photography, Video & Motion Graphics
- Graphic Design
- PR and Copywriting
- Digital Marketing

There are many opportunities to step into our rapidly growing agency. The selected candidate will have the opportunity to collaborate with the team on campaign initiatives and assist in executing strategies that make a difference.

The successful candidate will be responsible for:

Marketing (General):

- Creation, coordinating or assisting with the preparation and delivery of marketing materials and presentations
- Managing and creating marketing emails for clients
- Communicate with other members of the team and provide relevant updates
- Take part in team meetings, collaborate, take notes and send out follow-ups
- Research for brands
- Quotes for printing, branded merchandise and other products
- Use, maintain and clean up digital files routinely

Social Media

- Assist in creating and curating images for social media use
- Assist in off-site content collection for social media use
- Post caption/copy creation, adaptation and editing
- Scheduling posts on multiple platforms using social media scheduling software



- Assisting in data and analytics collection for reports and presentations
- Moderate and initiate engaged social media conversations
- Assist in social media community management
- Collaborating with team on social marketing campaigns
- Update internal social media documentation - trackers, analytics files, content calendars, etc.
- Repurpose content such as articles and blog posts for social media use
- Utilize digital strategies to amplify the social media presence of clients
- Stay up-to-date on social media trends and capabilities

Administrative

- Booking zoom and other meetings in google calendar
- Answering phone and door for clients and contacts
- Printing on office computers
- Sourcing and quoting products and services

Qualifications:

- **Education:** College/University Degree in Marketing, Communications, Graphic Design or a related field
- **Software:** Have fundamental computer skills including office software such as; Google Suite
- **Professionalism:** Accountable, self-motivated, excellent time-management and organizational skills; Has a creative aptitude; Well-organized, committed, accurate and thorough, with strong attention to detail; Able to problem solve; works well in a team
- **Communication:** Exceptional verbal and written communication skills:
 - Expected to take part in creative and business meetings, required to communicate through telephone, email and team communication software
- **Coachable:** Able to confidently express concepts and ideas as well as receive constructive criticism and feedback. Be a sponge, ready to learn and open to feedback and suggestion
- **Adaptability:** Able to pivot priorities and remain flexible when changes, delays, or unexpected events occur; Able to handle multiple projects
- **Attendance/Punctuality:** Ensures work responsibilities are covered on time through effective planning and strategizing

To apply please email resume and online portfolio link or work samples to social@giantshoecreative.com