

# Junior Graphic Design and Digital Marketing Coordinator

## **JOB SUMMARY: SOCIAL MEDIA /ADMINISTRATIVE ASSISTANT**

The position requires a variety of administrative and social media responsibilities.

You will work closely with the Managing Director and Marketing Manager to develop a larger social media footprint while assisting with day-to-day administrative support where needed. The successful candidate will have a demonstrated track record of success in both administrative and social media; will have outstanding communication and organization skills, and can work autonomously in a fast-paced environment.

### **RESPONSIBILITIES:**

**WEBSITE MAINTENANCE** – *Ensure website content is up to date for multiple websites in coordination with the Marketing Manager*

- Ensure information is up to date and relevant
- Assist in promoting websites via social media
- Assist with preparing presentation materials for meetings, training, and events related to the website and its development
- Assist with digital media to be used for sites

**SOCIAL MEDIA DUTIES** – *Assist Marketing Manager to implement and coordinate efforts, and track progress in of digital and marketing strategies:*

- Coordinate social media and community management
- Track and report digital/social media usage metrics
- Manage social media content calendar
- Update and post information on digital media including website, Facebook, LinkedIn, Instagram, google ads and other relevant platforms
- Create and manage newsletter campaigns using the current platform
- Assist with other marketing activities as required – internal and external events, brand management etc.

**GENERAL ADMINISTRATION** – *Assist Marketing Manager and CEO*

- Maintaining print and marketing material
- Assist with company uniforms and staff branding
- Assist with events internal or external
- Assist with marketing events and exhibitions from execution to on-site support and management

**QUALIFICATIONS: Marketing related courses or Degree**

### **REQUIREMENTS AND EXPERIENCE**

- Demonstrated track record of success in providing executive administrative support
- Proficient computer skills, including MS Office, Excel, PowerPoint, Outlook, virtual meeting platforms
- Proficient in using marketing on-line tools (i.e. Canva, Photoshop, Google Analytics, etcetera)
- Experience and knowledge of current digital trends and social media platforms (e.g. Facebook, Instagram, Pinterest, LinkedIn, Twitter, YouTube), etc.
- Experience with creating and executing email campaigns