

Social Media/Content Marketer

FULL-TIME CONTRACT POSITION

Job Description:

This position is for a digital/content marketer, full- or part-time contract position, competitive salary, learning opportunities with potential for full-time/full benefits position after three months. Essentials include a thorough understanding of digital marketing, the ability to plan, execute and manage campaigns and analyze/improve data-user experiences. Proven expertise in writing and social media is essential.

Competencies required:

- Skilled, versatile writer who can produce engaging content for a variety of media
- Proven history of successful digital marketing execution to drive traffic to websites and blogs
- Organized and detail-oriented, with strong research skills
- Quickly understands and can clearly communicate complex ideas
- Passionate about staying current with advances in digital marketing
- Enjoy teamwork, sharing and learning

Education required:

University degree preferred, in Communications, Marketing or Business

Experience required:

Minimum 2 yrs experience as social media content planner/writer

Programs and Proven Skills required:

- Experienced in digital web marketing
- Expertise in Social Media planning and execution
- Solid understanding of keyword usage and SEO/SEM
- Proficiency with email platforms Constant Contact and MailChimp, and managing social media engagement with tools such as Hootsuite, Sprout Social
- Identify and build relationships with key influencers, online journals, blogs, and other relevant websites
- Experienced in implementing successful ad campaigns with platforms such as AdWords, Bing Ads, Facebook, LinkedIn, Twitter.
- Strong interest in Architecture and Interior Design
- Proficient in Microsoft Office (Word, PowerPoint and Excel)
- Experience with InDesign, Photoshop, Illustrator would be a plus
- Skills related to web development are considered an asset (e.g. HTML, PHP, WordPress)

Working at COPP

We're a small creative marketing agency with a main office in UpTown Waterloo, a block from cafes and shops in the historic Seagram Lofts. We have an easy-going culture that is passionate about exceptional marketing and design, creating great work for a short list of amazing clients. Join our talented team! Send your resume and link to your online portfolio to careers@coppmarketing.ca.