



## SOCIAL MEDIA COORDINATOR

**Job Location:** Our head office is located in Markham, ON – this role is hybrid but it does require that you go on-site to our installations. Access to a car would be a requirement.

**Type of employment:** Full-time, permanent

**Salary:** \$42-45K

If you are a social media-savvy individual with a passion for creating engaging content, building brand presence, and driving results through social media, we would love to hear from you. Please submit your resume, portfolio, and a brief explanation of your approach to social media marketing. Resumes can be e-mailed to [hailey.ramkaran@icondigital.com](mailto:hailey.ramkaran@icondigital.com). Please send a copy of your resume and the subject line **"GCM Job Posting – Social Media Coordinator"**.

**Application deadline:** August 1, 2023

### Job Description

We are looking for a **Social Media Coordinator** to join our team as a member of ICON. As a Social Media Coordinator, you will be responsible for developing and executing effective social media strategies to enhance our brand presence, engage with our target audience, and drive traffic to our digital platforms. The ideal candidate will have a deep understanding of various social media platforms, excellent communication skills, and a passion for staying up-to-date with the latest trends and best practices in social media marketing.

### Primary Responsibilities

Duties would include but not limited to:

- Develop and implement comprehensive social media strategies across various platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Create and curate engaging, high-quality content for social media platforms, including posts, graphics, videos, and other multimedia formats.
- Monitor social media channels for brand mentions, comments, and messages, and respond promptly and professionally.
- Engage with our social media audience by liking, commenting, and sharing relevant content, and actively participate in conversations to build brand loyalty and increase brand awareness.
- Collaborate with the marketing team to ensure brand consistency and alignment of social media campaigns with overall marketing goals.
- Stay up-to-date with the latest social media trends, tools, and best practices, and propose innovative ideas to enhance our social media presence.
- Track and analyze social media metrics, including reach, engagement, and conversion rates, and provide regular reports to management with actionable insights and recommendations.

- Manage social media advertising campaigns, including budget allocation, targeting, ad creation, and performance tracking.
- Conduct competitor research to identify industry trends, benchmark against competitors, and identify opportunities for improvement.
- Monitor and respond to online reviews, ensuring positive customer experiences and addressing any negative feedback in a timely and professional manner.
- Other duties as assigned by the supervisor

### **Desired Experience & Requirements**

- Bachelor's degree in marketing, communications, or a related field (or equivalent experience).
- Proven experience as a Social Media Coordinator or similar role, with a strong portfolio showcasing successful social media campaigns.
- In-depth knowledge of social media platforms, their respective functionalities, and best practices for content creation and engagement.
- Familiarity with social media management tools, analytics platforms, and advertising platforms.
- Excellent written and verbal communication skills, with a keen eye for detail and the ability to adapt the tone and style of communication to suit various platforms and target audiences.
- Strong organizational and time management skills, with the ability to multitask and prioritize tasks effectively in a fast-paced environment.
- Creative mindset with the ability to think outside the box and propose innovative ideas.
- Analytical mindset with the ability to interpret data, identify trends, and make data-driven decisions.
- Basic graphic design skills and familiarity with tools such as Canva or Adobe Creative Suite are a plus.
- Passion for staying up-to-date with the latest trends, news, and developments in social media marketing.

### **Key Competencies**

- Strong attention to detail
- Able to take initiative
- Possess the ability to multitask
- Organized, reliable and pays strong attention to detail
- Ability to work in a fast-paced and constantly changing environment

## **ABOUT ICON**

ICON is a full-service organization with a 120,000 square foot state-of-the-art production facility based in Markham, Ontario. With additional offices based in Toronto, New York, and Montreal, we are unmatched in terms of technology, production capabilities, and product diversity, serviced by the most experienced and knowledgeable team of display graphics, digital signage, video production, and print professionals in the business. ICON's reputation for reliability, quality workmanship, professionalism, and customer service are well earned and reflected by the trust and loyalty of clients we serve.

As a multi-faceted visual communications media company, we serve our clients' needs of transforming spaces in retail, out-of-home advertising, digital, corporate/event marketing, hospitality, and consumer packaged goods (CPG) industries. Our company name represents strength and innovation, both of which are necessary for growth and success within our respective industries. Within ICON we have two divisions – ICON Media and ICON Visual, these divisions support the commitment we give to our clients to continue being leaders in All Things Visual.

We thank all applicants, however, only those selected for an interview will be contacted. ICON is an equal opportunity employer and we encourage candidates from diverse backgrounds to apply.

ICON is a supporter of AODA (*Accessibility for Ontarians with Disabilities Act*). Accommodation will be provided to all applicants with disabilities during the recruitment process. Please include a summary of the accommodation required in your application email.