

## **Job Title: Marketing & Communications Coordinator**

### **Job Description:**

We are seeking a creative and growth-driven **Marketing & Communications Coordinator** to join our team. This role offers a dynamic and varied work environment, where no two days are the same. One day, you might be crafting compelling social media content and engaging with our audience, while the next, you could be analyzing data to refine our marketing strategy or representing the brand at a live event. The diverse responsibilities—ranging from digital marketing to in-person interactions—ensure a mix of creative and analytical tasks, making each day fresh and exciting.

As an integral part of our team, you'll manage lead-nurture campaigns, social media accounts, and collaborate with our sales team to align strategies, ensure accurate campaign tracking, and optimize lead flows for measurable business impact. This position is for you if you embody a client-focused mindset, consistently creating content that aligns with our brand message while driving positive customer experiences. Your passion for creativity and innovation, combined with a proactive, can-do attitude and a strong desire to learn, sets you apart.

### **Key Responsibilities:**

#### **Digital Marketing**

- **Strategic Marketing Planning:**
  - Research Analyze market trends and competitor activities to propose innovative ideas for lead generation including campaigns, budget, content and deliverables.
  - Establish Key Performance Indicators for measurement of marketing tactics.
  - Proactively present ideas on how to bring in more customers, improve brand awareness and enhance clients' social media presence.
- **Social Media Engagement & Community Management:**
  - Develop and manage monthly social media posting schedules
  - Monitor social media accounts and respond to comments, direct messages and reviews across Instagram, Facebook, and Google
  - Repost relevant customer stories or user-generated content
- **Google Business Analytics & SEO Management**
  - Monitoring and interpreting data from Google Business profiles to understand user engagement (e.g., clicks, searches, and reviews).
  - Managing and optimizing Google Ads campaigns, including keyword research, ad creation, and performance analysis to improve ROI.
  - Conducting keyword research to identify high-value terms that align with user intent and improve search engine rankings.
  - Staying up to date with SEO best practices and algorithm updates to ensure the brand remains competitive in search engine results.

## Communications

- **Email Content Creation:**
  - Build marketing and remarketing campaigns to engage subscribers and generate high-quality leads.
  - Conduct research to identify market trends, competitor strategies, and client preferences.
- **Traditional Ad Marketing**
  - Using graphic design and scripting of traditional ad campaigns for newspaper and radio
- **Event/Tradeshow Management**
  - Research and organize in-person marketing opportunities and attend events (i.e. trade shows, exhibitions, and consumer events) to represent our brand
  - Engage and nurture potential leads by showcasing our products and services

## Technology/Software

- **Website Updates:**
  - Maintain and update our company website using **WordPress**.
  - Optimize content for SEO and user experience.
  - Develop lead generation and retargeting tactics.
  - Proficient in Microsoft Office suite

## **Qualifications:**

### **Must-Haves**

- College certificate or University degree in Marketing, Communications, or related field.
- Proven experience in social media management and content creation.
- Ability to craft engaging and persuasive content that drives engagement and conversions.
- Ability to think strategically
  
- Strong attention to detail with excellent organizational and project management skills.
  
- Excellent written and verbal communication skills, with the ability to convey ideas clearly and effectively.
  
- Valid driver's license with access to a reliable vehicle an asset
  
- Strong knowledge of social media platforms including Facebook, Instagram, Twitter, LinkedIn

### **Nice-To-Haves**

- Experience in SEO Keywords and Google Business Analytics
- Experience in Graphic Design, Canva and/or Adobe Photoshop
- Familiarity with WordPress and basic web design principles.
- Experience in Mailchimp analytics tools to track and measure email campaigns and performance
- Knowledge in the travel/tourism sector, on-going trends and emerging trends

We thank all applicants for their interests. However, only those selected for interviews will be contacted. This position cannot be done remotely thus applicants not residing in Prince Edward Island will not be considered.