

## **Job Description**

Position: Marketing Coordinator

VMG is hiring! We are looking for a motivated, creative and results-driven individual to join our marketing team. The Marketing Coordinator will work directly with the Director of Marketing on multiple client projects and must be able to work in a fast-paced environment taking accountability for their projects. This person will support the marketing team by implementing marketing plans, coordinating influencer itineraries and monitoring social media campaigns. If you have a passion for marketing, social media and influencer marketing, you may be the right fit!

VMG is Prince Edward Island's leading boutique marketing and events agency. We create innovative brand campaigns and unforgettable events. Our experienced team stays on top of the latest marketing trends and relies on data to inform our strategic and creative direction. We are known for creating out-of-the-box digital and influencer marketing campaigns that deliver measurable results.

### **Responsibilities:**

- Develop and implement digital marketing campaigns, create engaging ads, write captions, and source photography.
- Create successful Meta ad campaigns.
- Establish contest strategies, arrange prizes, develop contest assets, manage entries and organize prize deliveries.
- Write and edit content for different platforms such as social media, blogs, websites, newsletters, briefings, itineraries, contracts and press releases.
- Assists with the production of marketing materials and collateral.
- Manage asset development projects by creating shot lists, scheduling and recruiting talent and locations, writing scripts, travelling to on-site locations, and managing photo and video edits.
- Work with an influencer marketing platform to research bloggers, media and influencers, create and manage influencer campaigns, write influencer contracts and briefs, monitor results and prepare final reports.
- Produce media itineraries, select and book accommodations and activities, arrange flights and car rentals, make reservations and create welcome baskets.
- Provide administrative and project support. Must be proficient with organizing google drive folders, managing spreadsheets, and developing reports.

**Job term:** One-year contract position. Flexible hours centred around 8:30 AM– 4:30 PM Monday to Friday may be agreed upon; 37.5 hours per week are required. Evening or weekend work may be required. Must be willing and able to work from home.

### **Qualifications and Skills:**

- Strong writing skills
- Ability to work independently and manage tasks
- Project Management Skills
- Attention to detail

- Someone who likes to take ownership and accountability
- Creative and able to work in a fast-paced environment
- Knowledge of the social media marketing industry and interest in keeping up with emerging trends
- Interpersonal and relationship-building skills
- Highly organized and efficient
- Knowledge in Google Analytics
- Critical thinker with strong problem solving and research proficiencies
- Ability to work under pressure and meet strict deadlines

**Education and Experience:**

- A Degree in Marketing or a related field
- Proven working experience in digital marketing
- Highly creative with experience devising campaigns
- Must have a drivers license and access to a car