

Content Creator & Digital Marketing Assistant

GolfNorth Properties Head Office

Location: Waterloo, Ontario, Canada

Department: Marketing

Reports To: Shelby Smit

Classification: Full-time, Seasonal Contract

Wage: \$17 - \$19 per hour

Summary:

We're looking for a Content Creator/Social Media Extraordinaire to grow our followers, engage and retain them, and help convert them into leads, customers, and active fans and promoters of our company. You should be aware of best practices and trends in social media marketing, enjoy being creative, and understand how to both build and convert a digital audience.

Responsibilities:

- Build and manage the company's social media profiles and presence, including Instagram, Facebook, Twitter, LinkedIn, Youtube, Snapchat, TikTok, etc.
- Digital Content Creation appropriate for specific networks to both spread our brand and our content and links. Including blogs, videos, and website content.
- Design, write and distribute targeted emails to our different target markets using Mailchimp or other email marketing platform.
- Shoot/record video and photography on location or remotely for social channels.
- Listen and engage in relevant social discussion about our company, competitors, and/or industry, both from existing customers and leads and from brand new audiences that don't yet know us.
- Create, manage and analyze Google Adword campaigns.
- Create Google keyword campaigns as needed.
- Work alongside other marketers and content producers to help distribute content that educates and entertains our audience.
- Track data and insights, compiling reports as necessary, and adjusting strategy and content regularly based on this info.
- Identify influencers and creators that would be ideal partners for GolfNorth.

Qualifications:

- Degree or diploma in Marketing, Digital Media or relevant field
- Experience building, executing and scaling marketing plans from concept to completion
- Knowledge of the golf industry is considered a huge asset
- Experience with videography and photography considered an asset
- Basic understanding of graphic design (Adobe, Canva) and copywriting for marketing
- Understanding of marketing reports, and how best to share information of successful campaigns.

We Offer:

- GolfNorth membership
- Subsidized meal plan
- Flexible work schedule

- A fun work environment

To Apply:

Please email the following documents to Shelby Smit at ssmit@golfnorth.ca

Documents required:

- Cover Letter
- Resume

Optional, but strongly recommended:

- Portfolio
 - o Social Media links (personal or previous work/school)
 - o Examples of any content that has been created by you