

Job Description	
Title: Marketing Coordinator Employment type: Part Time - 30 hours	Department: Office Support Reports To: Executive Director Direct Reports: N/A
Job Summary	
Reporting to the Executive Director, the Marketing Coordinator is responsible for managing the PCBIA website, communications, social media accounts, creating digital content, planning the social media calendar, capturing content at all PCBIA events, and providing digital support to the PCBIA members. The Marketing Coordinator will work closely with Management to execute projects and bring forward new social media ideas that promote Port Credit as a premier tourist destination, promote our businesses, and connect the community.	
Functions and Responsibilities	
<ul style="list-style-type: none"> • Actively grow PCBIA social media channels, including Instagram, Facebook, LinkedIn, Twitter, Tik Tok, and YouTube • Develop and deliver a steady stream of engaging, innovative, and relevant content that supports the PCBIA mandate, credibly reinforces the PCBIA brand, and drives engagement through all PCBIA channels • Engage and respond to social media comments in a professional and informative manner • Develop creative and informative member and community newsletters and updates utilizing current PCBIA email/CRM software • Curate, monitor, and update the PCBIA website to ensure content is relevant, easily accessible, current, elevates the user experience, and represents Port Credit as a premiere shopping, dining, and tourist destination • Monitor social trends, influencers, and relevant news to identify opportunities to join the social conversation and grow PCBIA visibility and relevance across a wide range of demographics • Stay up to date on PCBIA membership socials to actively support their digital marketing efforts through re-sharing and promoting content • Collaborate with media partners to film and produce content that brands Port Credit as a premiere tourist destination • Attend weekly social media meetings and propose new ideas and concepts • Be present at all PCBIA-led, sponsored, or community events and capture footage for event coverage, and use for marketing and promotion • Leverage, utilize, and report against various social media and website analytics tools such as Hootsuite and Google Analytics • Submit a detailed bi-weekly staff report to management 	
Qualifications	
<ul style="list-style-type: none"> • Previous experience managing professional website and social media accounts including community management, content creation, and social media calendar planning and scheduling • Experience with graphic design and video editing software • Possess basic photography/filming skills • Strong written and verbal communication skills • A creative, self-starter with the ability to carry an idea from ideation to execution • Strong organization and ability to prioritize work and juggle multiple deadlines • Event Coordination an asset • Ability to attend all PCBIA events and activities including evenings, weekends, and holidays as required 	
<p>Note: Candidates are required to submit a portfolio of their work Hours: 30 hours/week Salary: \$26.00/hour</p>	