

# FLEXIBLE **CONTENT** COORDINATOR

## IS THIS **YOU?**

Are you a people person? Do you live for the gram (if you think graham cracker, stop reading - although delicious as a pie crust) - not sure the cool kids are calling it the 'gram anymore anyways. We're looking for someone well-versed in the social media universe, and who has a great attitude with a sense of humour to join our team. We're designers and thinkers. We work in branding + identity design and web design space, and as part and parcel come copywriting and social media. We also like things that go vroom, this includes, but is not limited to racecars and heavy equipment and so do our clients. We specialize in motorsports, construction and industrial sectors.

## IN A **NUTSHELL?**

We're seeking an experienced, dynamic, and creative social media and public relations coordinator. Your responsibilities include creating and executing content-driven social media, newsletters, digital marketing campaigns, blogs, and copywriting for clients and internally.

## DOES THIS **APPEAL TO YOU?** *(it should because it's what you'd be doing)*

- You will be creating content and managing from idea to execution
- You will working together with some of our team to develop and execute social media and digital campaigns
- You will know your audience and give them what they want: timely and engaging content
- You will know to maximize results by analyzing and reviewing campaigns
- You know about the latest social media trends before anyone else as well as the latest sector practices, tools and issues
- You have crazy time management skills
- Everything has to be fresh so you will be updating various social media platforms
- As we mentioned above, you're a people person so you'll handle all social media inquiries
- You know how to update Wordpress, Webflow and Shopify (Trust us, it's easy!)
- You'll put your head together with our team and potentially clients to come up with the best content
- Your content is not only appealing to the reader's eye but follows SEO requirements

Still sound good to you? Check out the must haves below to see if you fit the bill.

## THE **MUST HAVES**

- Knowledge of various social media platforms, specifically Instagram, LinkedIn, X, Facebook
- Working knowledge of Snapchat, TikTok and YouTube is a benefit
- Knowledge of analytics software (and how to read/interpret this data)
- You know a little about Mail Chimp - setting up templates, running campaigns and generating reports
- You're willing to learn and expand knowledge set on technologies listed above

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- We would hope you're a great writer, amazing copy editor and your presentation and communication skills are top notch
- You're a master multi-tasker and know what your priorities and deadlines are
- You're a self-starter and can create your own progress reports
- If you're reading this, we hope you have strong computer skills using at least 2-3 of these programs; Canva, Photoshop, Illustrator, Figma, Video editing software - let us know what you know
- You know how to edit and cut photos and videos using apps
- We hope you have the ability to immerse yourself into various industries - such as ours!
- **MUST BE** open to learning new skills and about various industries - specifically design, web, motorsports and construction
- **MUST** be able to write proper English, including spelling, sentence structure and grammar
- **MUST** be a self-starter with little supervision required

## THE **FINE PRINT**

Marketing, PR, and Social Media Management experience - 2 years.

Contract position - part time only to start 10 - 40 hrs / month **OR** full time depending on experience and skillset of candidate.

Bring your own device.

Work remotely on your own time - hence flexible.

Must be able to meet as required on occasion in Hamilton/Burlington area or Niagara. (average once per month)

**ANDDDDD YOU'RE DONE....**

**If you're still feeling it after all that drop us a line at [info@pureind.com](mailto:info@pureind.com) with your resume, a copy of your portfolio if you have one and your favourite animal.**