



Job Posting – Marketing & Social Media Coordinator

Primary Objective of the Position:

This position is responsible for the coordination, planning and monitoring of marketing and social media strategy to increase brand awareness, reputation and profitability.

Position reports to the Executive Vice President, Marketing & Public & Government Relations
Position location: Mississauga, ON

Essential Position Functions:

- Support the EVP with coordination, creation, organization and delivery of marketing campaigns.
- Handle all social media administration and coordination for corporate sites and accounts across multiple platforms.
- Assist with communication projects as required for marketing and social media.
- Design, modify, update and review all marketing material to ensure aesthetics as well as regulatory requirements.
- Monitor inventories of business and promotional materials.
- Coordinate and/or development, approved distribution of lists for communication via email, newsletter, etc.
- Compile summary reports and analytics using key success metrics for marketing and social media strategies.
- Contact and manage relationships with corporate sponsors and brand ambassadors.
- Coordinate and attend company events to capture content and post on social media platforms.
- Create dynamic written, graphic and video content.
- Assist with preparing and organizing packaging of corporate products and material, as required.

Minimum Qualifications:

- Must have a college diploma or university degree in marketing/business, social media or related program.
- Demonstrated ability to influence and communicate in a clear manner (both written and oral).
- Highly tech savvy knowledge and ability.
- Strong attention to detail and the ability to analyze data.
- Proficient in Microsoft programs including Word, Excel and PowerPoint.
- Ability to multitask and work under pressure with conflicting priorities in a fast paced environment.
- Advance knowledge of social media platforms.
- Ability to work effectively in a team environment as well as independently.

Important to Know:

- Cargojet is an equal opportunity employer. We thank you for your interest. Only those candidates selected for an interview will be contacted.
- We are committed to providing accommodations for persons with disabilities. If you require accommodation, we will work with you to meet your needs.
- At Cargojet, we make safety the highest priority. Because of this priority and as we operate in a safety-sensitive environment, we require all employees to abstain from consuming Cannabis, in and outside of the workplace. This is a critical element of our drug and alcohol policy that all employees must comply with at all times.

Application Deadline: February 22, 2019

E-Mail: nsingh@cargojet.com

Send Application to: Human Resources

Fax: (905) 501-7582