



ROLE: **Social Media Coordinator**

REPORTS TO: Social Media Manager

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### **TMD - STRATEGY. CREATIVE. PERFORMANCE.**

We are not a typical agency...we're an extension of our client's businesses. We are an integrated, full-service marketing agency partner, delivering business performance and financial results by leveraging core areas of expertise to effectively develop strategy, facilitate planning and manage execution with and on behalf of our client-partners by blending strategy, technology, experience, creativity & know-how.

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### **ABOUT THE JOB**

The **Social Media Coordinator** will work closely with the Social Media Manager to help execute the social media strategy for TMD and its clients' brands. This role will be responsible for the monitoring, reporting, and analysis of social media performance while aiding in the deployment of social media posts. This role requires collaboration with multiple teams within the organization and may be required to deliver presentations to clients. The applicant must be legally eligible to work in Canada.

### **WHO WE ARE LOOKING FOR**

- A highly collaborative subject matter expert who can pivot through different social media platforms effectively
- A highly motivated individual with previous social media experience and a strong passion for content strategy who thrives in a fast-paced environment
- Proven understanding of social media best practices with a pulse on what's trending in social media and the overall digital space
- A solid working knowledge of the fundamentals of marketing
- You are a developed multitasker who can run with multiple projects at a time
- An innate ability to apply critical thinking skills to complex client situations
- Experienced presenter to a variety of internal and external customers
- An analytical mind with a strength in relaying the story the analysis is telling
- Fullscope understanding of individual social media platforms including administration
- You have an entrepreneurial spirit and take pride in owning your work



## WHAT YOU WILL DO

- Analyze, review and report on effectiveness of social media efforts to maximize results and make recommendations for future campaigns
- Social media community management (responding/engaging as the client company publicly) and building social media listening queries to monitor brand mentions and industry trend
- Ability to present reports to clients, clearly articulating and interpreting the information being presented
- Work with social media tools, i.e. Hootsuite (or similar), Unmetric, Google Analytics, etc. and within the respective platforms to extract key metrics
- Execution of social media activities (i.e. tweeting, posting, sharing, engaging, increasing reach, online reviews)
- Use your in-depth knowledge and understanding of social media platforms (Facebook, Twitter, YouTube, Instagram, Pinterest, TikTok, LinkedIn etc.) and how users engage with each to deliver best-in-class experiences
- Work in conjunction with copywriters (account manager) to ensure the voice of the brands is conveyed consistently across all mediums
- Apply your knowledge of SEO principles including keyword research and implement social media SEO tactics
- Monitor effective benchmarks for measurement of social media efforts
- Monitor social networks for potential threats or opportunities in user-generated content that may negatively affect clients' business
- Work with client services team to help develop monthly content calendars that meet the objectives of the defined content pillars
- Conduct social media audits for new and existing clients, evaluating the channel's following, content, and engagement to develop key insights and recommendations for social media strategies
- Keep up-to-date with the latest social media trends to provide manager and internal teams with suggestions for improvement
- Act as editor/overseer of social media content for accuracy
- Understand overall aspects of the clients' businesses and the full service offering of their company to better understand key business objectives

## THE EXPERIENCE AND EDUCATION WE ARE LOOKING FOR

- Relevant Post-Secondary Education in Marketing
- 1+years of successful Marketing experience in an agency environment.
- Thorough knowledge of social media and email platforms/metrics and general landscape
- Excellent computer skills (particularly Excel, Word, Internet and PowerPoint along with other design, project management and operations software);
- A high attention to detail; ensuring consistent quality of work
- Demonstrated willingness to be flexible, versatile and/or adaptable in a changing work environment while maintaining effectiveness and efficiency
- Strong organizational skills and the ability to complete tasks and tight timelines
- Bonus points if you have B2B and B2C social media experience



## BEING A PART OF TMD MEANS A LOT

We are continually striving to be the catalyst for what comes next while delivering inspiring connections between brands and their audiences.

At TMD we insist on doing whatever it takes to help a client; help a colleague help a client; and help each other. Our business is stood up on pillars of *Agility, Strategy, Solutions* and a collection of *People* who exude our core values every day.

## OUR VALUES

### Listen

We believe everyone's opinion matters and has value. It's critical that we hear your challenges and consider all opinions so we can be partners in solving them.

### Think

We always take the time to understand, research, ideate and plan so we can create unique, effective solutions that drive results.

### Challenge

Our 10th Voice Principle ensures we ask the hard questions and dig into 'the why' without reprimand, prejudice or bias.

### Deliver

We do what we say we're going to do throughout the strategy, planning and implementation of any engagement. And we expect to be held accountable, because we'll do the same for you.

### Perform

We believe results don't happen by chance. They are earned, measured, and should be pursued deliberately and with purpose. We facilitate growth in our people, clients, and communities – performance will deliver growth.

## HOW TO APPLY

Please forward responses to [careers@tmd.ca](mailto:careers@tmd.ca)

Thank you in advance for your application.

Only those being considered will receive a response.