

Dans le cadre du projet Mon avenir j'y vois 2.0 Le B4brand est à la recherche :

B4brand™

Remote Digital Marketing Coordinator, full-time, remote position – 37.5 hours/week.

Hello, is it YOU we're looking for?

Do you believe in the power of visual storytelling? Would you like to work as part of a cross-functional team to create meaningful work?

If you're excited to be part of a team specialized in crafting emotionally engaging stories that connect with people online and offline, then this is the opportunity you've been looking for.

Who we are.

B4brand is a Toronto-based storytelling-driven marketing agency for purpose-driven brands. To learn more about our approach to marketing, please visit: www.b4brand.ca

What we can offer?

A fantastic opportunity to participate in a company growth and work for purpose-driven brands to visually bring their stories to life on different platforms: print, web, and social. The successful candidate will get exposure to different projects and act as a spokesperson for the organization.

Apply if you are:

An enthusiastic digital content creator who is naturally creative, curious and resourceful – always looking for new opportunities to drive the brand forward.

Responsibilities include (and are not limited to those mentioned below):

Digital strategy

- Maintain all activity related to www.b4brand.ca and www.globalimpacthub.org, campaign landing pages and social channels (Facebook, Instagram, Twitter, LinkedIn, YouTube) ensuring consistent brand representation across all.
- Work with internal/external stakeholders to identify opportunities for new website and social content and coordinate the updates/translation process. This may include writing and designing content.
- Responsible for monthly/quarterly reporting using Google Analytics.
- Help execute the organization's CRM Strategy including database updates, email creation, deployments, and reporting.
- Coordinate the weekly deployment of eNewsletter.
- Act as the first point of contact for the Global Impact Hub and B4brand's community inbox, responding to support requests and connecting queries with internal stakeholders.

Webinars and events

- Work with internal team and external stakeholders to execute all aspects of the Global Impact Hub Webinar series including updating website, creating promotional marketing materials, and post webinar emails.
- Manage registration database – providing daily reports and responding to enquiries.

- Manage budget tracker.
- Support development of marketing assets.

Marketing Support

- Produce a variety of marketing collateral to support marketing initiatives including webinar presentations, reports, stakeholder emails.

Salary:

- \$42,000 per year.

Qualifications/Skills

- Degree, Diploma or Certificate in Marketing, Communications, Business, Social Entrepreneurship or related field
- Excellent verbal and written communication skills
- Detail-oriented (a strong attention to detail: copy, grammar, etc).
- Creatively inclined individual with experience in content creation, project management, social media and graphic design
- Strong ability to collaboratively work in cross-functional teams and across the organization while being able to adapt in changing environments
- Excellent interpersonal abilities, multi-tasking and prioritizing, problem solving skills and communication skills
- Ability to multi-task and meet deadlines.
- Highly organized with strong time management and prioritization skills.
- Ability to collaborate with a team and work autonomously.
- Working knowledge of MailChimp, Google Analytics and Canva.
- French is an asset.

Here's how to apply: if you're interested in helping us grow, please send your resume and cover letter to hello@b4brand.ca.