



## **Job Description**

### **Social Media and Marketing Coordinator**

**Type:** Full-time permanent position

#### **Job Overview:**

The Edmonton and District Soccer Association is looking for a dynamic Social Media and Marketing Coordinator to join our team. The ideal candidate will be passionate about the world of social media, familiar with the latest trends, and have a knack for connecting with audiences. You will play a pivotal role in enhancing our brand presence, driving engagement, and increasing our audience base across various social platforms.

#### **Key Responsibilities:**

- Develop and implement a comprehensive social media strategy to increase our web traffic and brand awareness.
- Design and source engaging graphics, videos, and content for our social media accounts.
- Monitor user engagement, suggest content optimization, and actively engage with our followers.
- Measure the success of every digital media campaign, providing regular updates to the team.
- Stay up-to-date with the latest social media best practices and technologies.
- Work with other stakeholders to ensure informative and appealing content.

#### **Requirements:**

- Diploma or Degree in marketing, communications, public relations, or related discipline.
- Proven track record of success, with a minimum of two years of related experience in communications, public relations or marketing.
- Experience creating and executing comprehensive marketing and communications strategies.
- Familiarity with Facebook, Instagram, X, and Youtube.
- Excellent knowledge of social media analytics tools.
- Excellent time management skills.
- An outgoing, people-oriented personality.
- Strong written and verbal communication skills.

Interested candidates should send their resume and a brief cover letter detailing their experience along with salary expectations to Mike Thome (mthome@edsa.org) by Thursday, December 19, 2024. Please include links or examples of social media profiles or campaigns you have managed.

The Edmonton and District Soccer Association is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.