



## **Social Media & Content Coordinator**

**[www.redstoneagency.ca](http://www.redstoneagency.ca) | [www.redstoneevents.com](http://www.redstoneevents.com)**

### ***Who we are:***

Redstone is made up of dedicated, intelligent, and hard-working individuals. We are a tech-savvy, digital-obsessed, and a Millennial-run agency striving to make a positive IMPACT on the event and association industry. We believe in establishing and maintaining TRUST with our team members and our clients. We strive to achieve 'the best possible', rejecting what is 'simply acceptable' in our mission to go the EXTRA MILE in everything we do.

At Redstone, we recognize that an organization's success is completely dependent on the PEOPLE within it; that's why we choose to only work with the very best. As a team, we work hard, are client-focused, and like to have fun. Enhancing our culture and the employee experience is a top priority at Redstone, so we value career growth and development by investing in you.

### ***What we do:***

We are an agency focused on delivering outsourced professional services to professional and trade associations. These services include membership management (retention and acquisition), board of director support, committee administration, sponsorship management, financial management, marketing, social and communications services, digital and hybrid event management, in-person event management, and so much more!

Our mission is to drive growth in our clients' organizations, make a positive impact in their communities, and make the volunteer experience enjoyable for everyone we work with. Customer service is our passion.

### ***Redstone Life:***

Our office is located in midtown Toronto, with a flexible approach to hybrid and remote work, depending on the requirements of your role. We're a full-service boutique agency with a growing team, which means you will work hard, have a lot of responsibility, you'll be challenged daily, and you'll work side-by-side with the senior leadership as you learn and grow within our company. We have a flexible hours policy – you work when you are most productive and we understand the need to have a work-life blend, because we have that need too.

### ***Who you are:***

- You are aligned with Redstone's mission and our core values – please check them out!
- You have a university or college degree in Marketing, Communications or another related field
- You have a basic working knowledge of marketing and communications principles and best practices including strategy development and analytics
- You have experience writing compelling copy for web, social and email
- You have the ability to juggle priorities and adapt in a busy changing office environment, managing multiple projects at once, and adhering to strict deadlines
- You are a self-starter and take initiative, work without supervision, and begin projects independently (even while working in a virtual team environment)
- You have strong interpersonal skills, integrity and professionalism
- You see changes in direction as opportunities, not roadblocks
- You have excellent verbal and written communication skills, organizational skills, time management, and must be detail and process oriented
- You have a growth mindset, thrive on challenges, and see failure as a springboard for growth and for stretching our existing abilities
- You are proficient with MS Word, Excel and PowerPoint and capable of creating visually compelling presentations
- You have an eye for good design and have experience using Canva and basic skills in video editing software (or the aptitude to learn) such as Adobe Premiere Pro as well as e-mail marketing tools such as Constant Contact and Mail Chimp

### **Considered an asset:**

- Experience working at an Agency, and/or the Events and Association Management industry
- Bilingual in English / French



### ***How You'll Succeed:***

**Content Marketing** – Champion content marketing and the role it plays throughout the digital member journey and ecosystem. You will develop and support content strategies for Association clients using SWOT analyses, establishing key performance indicators (KPIs), and reporting on results.

**Project Management** - Experience and demonstrated ability in developing and leading strategic marketing plans from brief writing through to execution for multi-channel campaigns. Proven experience in managing digital communications processes and strategies for digital mediums, including working knowledge of social media, SEO, digital video and programmatic.

**Relationship Building** - Work closely with Association clients' Board of Directors, your internal team, and volunteer committees to create a cross-channel delivery process of content messaging to further the digital funnel and ecosystem. Working with internal and external partners you will manage the creative development and internal approval process.

### **Association Marketing:**

As an essential part of the Accounts team, you will support the social media and content creation for 2-4 of our nonprofit clients. The Social and Content Coordinator will report to the Manager of Association Marketing and work alongside a small but mighty team of 2-3 association marketing experts. Our association clients range from industries such as real estate, property, law, post-secondary education, healthcare, city planning, and sponsorship marketing, just to name a few.

You will juggle diverse responsibilities while learning about new industries and growing your skillset.

For clients who have a marketing and communications scope of work, support the completion and deliverables as assigned which may include but not limited to:

- Develop monthly content calendars to guide ongoing communications
- Work closely with client teams and other contacts (internal and external)
- Design and develop content for the web, social media, and email campaigns
- Content creation and development for industry publications and blogs
- Graphic design and video editing
- Assistance with client website updates and/or redevelopment initiatives
- Draft press release announcements and create both printed and electronic communications
- Develop weekly and monthly posts, stories, and longer-format content pieces to be shared through client and partner channels (e-blasts, social, events)
- Develop ad hoc content pieces to coincide with topical news and events in the association management industry, showcasing Redstone as a thought leader
- Collaborate with internal team, client Chair and Committee Chairs on development of new partnerships and content creation/sharing opportunities to drive value for members

### ***Why Choose Us?***

Work for a rapidly growing, culture-based company allows each employee the freedom to work and provide creative input. That alone has been an enticing offer for our team, allowing each of our members to expand and strengthen their skills and network. Here are just a few more reasons to work at Redstone:

- Health, Drug and Dental Insurance
- Employer paid Group Life Insurance
- Paid Company holiday between Christmas and New Years
- Paid sick days and personal days
- Flexible working hours (ensuring meeting client expectations and team check-ins) and Summer hours
- Become fulfilled in work that matters in supporting the growth and business needs of non-profit organizations
- Opportunities to attend in-person and virtual conferences, workshops, industry accreditation and certifications for personal and professional growth through the company
- Travel opportunities to work at our events alongside our talented event staff
- Company events and team engagement initiatives to enhance the remote working culture
  - Team lunches (in and out of the office), step challenges, happy hours, game nights, holiday and summer parties, charity participation, and more!



***Application Instructions:***

Please email your resume and cover letter to Ryenn Cadesky at [hr@redstoneagency.ca](mailto:hr@redstoneagency.ca) with the role you are applying for in the subject line.

Due to the volume of applications, only successful applicants will be contacted with next steps.