

We are currently seeking an enthusiastic and driven team player to join our Canadian Marketing team as a **SOCIAL MEDIA & MARKETING COORDINATOR**.

In this role, YOU will manage **OUTFRONT's** social media strategy and content by:

1. Developing content calendars and managing the day to day process of scheduling and posting on all **OUTFRONT** social channels.
2. Designing and creating marketing materials and social media posts to promote the company, brand and assets.
3. Using social media management and analytical tools to measure, track and report performance against KPI goals.
4. Reporting on KPI measurements to leadership, along with insights and ideas on how to meet and exceed KPI's.
5. Leading ideation for social strategy and content, and ensuring that social strategy is implemented and adhered to across company departments.
6. Working cooperatively with the sales team to effectively use social media to enhance sales initiatives.
7. Stay abreast of competitive activity in the social space, and monitor social networks for potential threats and opportunities.
8. Managing paid digital spend, where applicable.
9. Assist in ensuring **OUTFRONT** Canada's website and internal Intranet is up-to-date utilizing **OUTFRONT's** SiteCore CMS.
10. Assisting the marketing team with additional marketing tasks. These tasks include customizing PowerPoint pitch decks for the sales team, developing industry reviews, and assisting with internal and external **OUTFRONT** Marketing campaigns. It is anticipated that general marketing tasks will make up approximately 25-30% of the role.
11. Other related duties and tasks as required.
12. Role can be located in Toronto, Vancouver, Calgary or Montreal.

## **YOU** possess:

- Recent post secondary education in business, social media marketing, marketing, communications, graphic communications/design or an equivalent combination of education, training and experience.
- A minimum of 1-2 years of work experience in social media management and/or marketing; ideally in an outdoor, sales or digital advertising agency. Must have professional experience with Facebook, Instagram and LinkedIn.
- Proficiency with social media management and analytical tools.
- Highly effective project management, prioritization, multi-tasking, organizational and time management skills.
- Content creation ability (videography, photography and video editing) is a strongly preferred asset.
- Bilingual – French is a preferred asset.
- Excellent communication, oral & written, with interpersonal and collaborative skills, and the ability to build healthy working relationships.
- Proficiency with MS Office - Word, PowerPoint, Excel, Outlook, Adobe Photoshop/Illustrator.

Candidates are invited to submit their resume to Human Resources  
by e-mail at: [jobs@outfrontmedia.ca](mailto:jobs@outfrontmedia.ca) by Friday, July 2n, 2021

*'OUTFRONT Media Canada LP is an equal opportunity employer and is committed to providing an inclusive, barrier-free recruitment and selection process and work environment. If you are contacted for a job opportunity, please advise Human Resources if you require an accommodation to participate in our recruitment process, we will work with you to meet your needs.'*