



SOCIAL MEDIA COORDINATOR

The Company

The Image Social Media & Influencers, sister company of YPR, specialized in growth marketing on social media by using artificial intelligence to scale organically the number of followers and increase the engagement for each platform. We master the art and science of growing scale and engagement on social media within the relevant ecosystems. We also use our expertise in data and analytics to constantly adapt our approach. Our offices are located in Toronto and Montreal.

Job Summary

The social media coordinator will be assisting the social media manager in his / her daily work.

Employment Type: Full-time

Seniority level: Entry level

Industry: Public Relations, Communications, Marketing and Advertising

Why work for us

- Work full-time from home anywhere in Canada doing social media for some of the biggest Canadian brands.
- Have a flexible schedule.
- Possibility of becoming a social media manager after a year.
- Possibility of working remote from home if desired.

Responsibilities and Duties

- Responsible for day-to-day community conversation monitoring, including over weekends and during holidays.
- Manage paid social advertising, including campaign creation and optimization.
- Manage blogs & posts schedule, content creation and posting.
- Writes copy (posts & content calendar) for paid and organic posts across platforms.
- Stay up to date on evolving platform changes and new social media tools.



- Compile monthly analysis and reporting for social media channels, communicating opportunities and insights to the company & client.
- Interact with fans and viewers on client' social media platforms to encourage conversations.

Qualifications and Skills

- Extremely strong organizational, time-management and project management skills.
- Extremely good with technologies. Ability to easily learn how to use new softwares.
- Need to be fully bilingual (French & English).
- MS Office and Photoshop experience, basic video editing experience a plus (not required).
- Superior writing and language skills in both languages.
- Ability to prioritize workload to hit key deadlines.
- Experience managing paid social media campaigns a plus (not required).
- Ability to effectively multiple projects simultaneously, to trouble-shoot and proactively seek and recommend solutions and opportunities.
- In-depth understanding of Facebook, Twitter, Instagram, Youtube, Pinterest, Snapchat & LinkedIn.
- Live and breathe social and cultural trends, including emerging conversations, brands, relevant competition, platforms, tools, filters etc.
- Experience with social media analytics, including Google Analytics, Facebook ads manager, and Facebook Insights a plus (not required).

If interested, please send your resume and cover letter in French or English to cleo@yprcanada.com

We appreciate your interest, and advise that only those selected for an interview will be contacted. We are an equal opportunity employer and are committed to providing employment accommodation. If contacted for an employment opportunity or testing, please advise us if you require accommodation.