

SOCIAL MEDIA MARKETING COORDINATOR

ABOUT US

At Bold, we're driven by the human experience of space, merging technology & design to create unparalleled homes. We believe the human experience should drive every detail. We're not just developers. We design, build, and sell homes that put people at the forefront. Our human-centered approach extends to our people, as our working culture promotes creativity and collaboration within our passionate team of real estate professionals.

PRIMARY DUTIES & RESPONSIBILITIES

The Social Media Marketing Coordinator reports to the Director of Marketing and Sales and will work within a small hard-working marketing team which will offer support and direction.

This position performs a wide range of duties including, but not limited to the following:

- Generate written and graphic content for the web and other digital or print presentation materials
- Create, edit, and maintain content on Chinese blogs and social media for corporate branding, marketing and project sales
- Liaise with print, digital, and radio firms to produce Chinese advertising campaigns
- Develop and create content for a quarterly newsletter
- Develop a strategic plan to achieve web traffic goals
- Track analytics, metrics, and success measures
- Assist in planning and execution of social networking strategies via Facebook, Twitter, LinkedIn, WeChat, and other social media platforms
- Regularly review market trends and innovations for new ideas and opportunities
- Frequent field interviews, site photos, and developing content for enhancing corporate culture
- Assistance on all other marketing or corporate related activities and events
- Assistance on all administration, office and field work which will be assigned by your supervisor

QUALIFICATIONS

Education

- University degree or college diploma

Knowledge, skills, and abilities:

- High energy with a positive attitude
- Well-developed written and verbal communication skills in Mandarin.
- Graphic design and photography skills
- Ability to prioritize independently
- Ability to multi-task and meet multiple deadlines in a fast-paced environment
- Demonstrates solid judgement regarding sensitive information

- Ability to work in a team environment as well as independently
- Strong social skills
- Must have a valid BC driver's license for driving to local sites and events (use of the communal company car provided)

Proficiency in the use of computer programs for:

- Photoshop, Illustrator and other related software (preferred)
- Social media platforms
- Excel (MS Office)
- E-mail/calendar (MS Office)

Experience

- Social Media/Marketing – 1 year

Working Conditions

- He/she works primarily in an office environment in our downtown office
- Travel to local sites and events is required
- He/she may be required to work overtime hours in special circumstances

Benefits

- Enrollment in an extended health, vision/dental plan
- RRSP matching program
- Sick days and personal appointment flexibility
- Professional development, educational opportunities, lunch & learns
- Secure bike storage
- Bold Fridays

How to Apply

- Please submit your resume, including cover letter, to hr@bold.ca