

## ***Beta-Calco Job Ad – Social Media Coordinator (part-time)***

Beta-Calco is seeking a creative Social Media Coordinator to join its Marketing team. We are a fast growing manufacturer of high quality, performance, architectural/commercial lighting products. With customer focused technology, exceptional after sales service, a twenty year track record of constant product innovation and vertically integrated manufacturing in Toronto, we continue to execute our growth strategy. We are a third generation family owned business with a modern, flat organizational structure offering solid opportunities for career advancement.

**\*\*If you are interested in this position please email your resume to [hr@betacalco.com](mailto:hr@betacalco.com) and complete our online assessment at:  
<https://apply.wonscore.io/TBZRHD/Beta-Calco>**

We're looking for a part-time Social Media Coordinator to strengthen our social media initiatives by creating and posting social media content. This involves creating compelling visual content, scheduling and distributing content across all platforms, and executing successful social media ad campaigns. The ideal candidate is creative, detail-oriented, proactive, and looking to join a dynamic company.

### **Social Media:**

- Maintain the brand social media calendar for all channels and be responsible for crafting engaging post copy that reflects our brand voice and guidelines, and connects to industry professionals in a B2B business environment.
- Work alongside the Data Analyst to develop, execute, and report on paid remarketing ads (Instagram, Facebook, and LinkedIn)
- Engage with our followers and respond to customer inquiries through comments and direct messages.
- Demonstrate knowledge of social media best practices and metrics, while staying up-to-date with changes in all platforms ensuring maximum effectiveness.

### **Content Creation:**

- Increase our social media initiatives by conceptualizing, designing, and producing visual content adapted for a multitude of channels including Instagram, LinkedIn, YouTube, Facebook, Twitter, and Pinterest.
- Collaborate with the Marketing team on all content including product photography, and videos.
- Work with key contacts within the company to capture photos and videos of products being developed and assembled.
- Work alongside the Marketing Manager to distribute and develop daily, weekly and monthly posts, and stories to be shared across all social media platforms.
- Plan out the social media content calendar using scheduling tools like Hootsuite.

**Skills and Qualifications:**

- Photography and video experience, a strong eye for typography and aesthetics, and the ability to curate content for social media.
- Experience editing photos, videos, and graphics with Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, etc.).
- Experience in running social media accounts on all platforms, specifically Instagram, YouTube, Pinterest, and Twitter as well as tools such as Tweetdeck.
- Time and project management skills. Strong ability to prioritize tasks and requests in order to hit core marketing goals and priorities.
- Strong communication skills.
- 1-3 years in a previous social media role.
- Creative and outside of the box thinking.

**Why You'll Love Working Here:**

- Our office is located in Toronto and close to transit
- Flexible working hours
- Company events and outings once it's safe to do so
- Friendly and people-centric work environment
- A culture of teamwork and collaboration that encourages initiative