



Job Description Marketing Specialist

Role

The Marketing Specialist is charged with creating social media messaging on behalf of Downtown Orangeville and the Orangeville Farmers' Market and ensuring that all marketing materials and messaging (electronic, print, radio) are created in keeping with the Downtown Orangeville brand guidelines and standards.

Current Opportunity

Average 20 hours per week (maximum 1040 hours per annum) at \$20 per hour.

Duties

Social Media Calendar & Content Creation

- Develop & write content for post series (Open Sundays, New Business Feature, Event series, Did you Know? Vendor features, etc.)
- Lifestyle posts (spontaneous)
- Social Media Photography
- Videography (Reels, Tik Tok)
- Creation of graphics in Canva or coordinate with graphic designer for larger projects.
- Maintain post calendars on Downtown Orangeville & Orangeville Farmers Market channels (post 2 x weekly including holidays & event days per page)
- Share member posts to Instagram stories and Facebook timeline.
- Monitor for comments & engage with followers.
- Comment on member posts and share when appropriate.
- Update profile bio & story highlights as needed.

Social Media Contests

- Create text for posters/signage.
- Create messaging for website posts.
- Create text and take photographs for social media contest posts.
- Monitor Facebook and Instagram and respond as appropriate.
- Like and comment on entries.
- Save photo and username for each entry.
- New social media post with winners (1 per week) including the final winner.
- Compile list of entries (mark double entries) into spreadsheet to choose winner.
- Prepare and deliver prizes.

Website Updates

- Provide and post written content for events, promotions, contests, farmers' market.
- Optimize website for search.



Events

- **Research & Development**
 - Assist with research and development of new events/promotions/activations.
- **Marketing Material**
 - Brainstorm imagery, sayings, overall look and feel.
 - Create text for posters/signs in collaboration with General Manager and graphic designer.
 - Create text and photographs for social media posts with variations.
 - Schedule social media content.
 - Develop content for print ads with General Manager.
 - Create event pages.
 - Assist General Manager with press releases.
- **Pre/Post Event**
 - Assist Ambassador with preparation and delivery of event materials if required.
 - Assist with post event reporting and follow-up.
- **Event Day Activities**
 - Live content and photos for social media,
 - Assist Event Coordinator and General Manager as required.

Welcome New Members

- Create new business social media post.
- Attend Grand Opening.

Reporting

- Prepare a monthly report of activities/social media stats for Board Meeting
- Submit bi-weekly timesheet and quarterly expense reports.

Meetings

- Attend meetings as required.

Webinars/Training

- Upgrade skills.
- Stay up to date on social media trends.

Information Management

- Organize files & photos according to event, program, initiative, etc.

Public newsletter

- Build following.



- Develop content, create, and distribute public newsletter.

Brand Management

- Ensure brand consistency across all media.

Education

- College Diploma or other equivalent education/demonstrated experience in marketing, social media marketing, Canva, Word Press, and Meta and Google Analytics.

Skills

- Social media management experience.
- Demonstrated Canva and/or graphic design experience.
- Tik Tok for business experience an asset.
- Demonstrated social media photography/videography experience.
- Excellent written and verbal communication skills.
- SEO experience is an asset
- Social media/Google advertising experience is required.

Apply

- Email Resume & Cover Letter to Alison Scheel, OBIA Executive Director at info@downtownorangeville.ca