

Digital Marketing Coordinator

For 135 years, the Edmonton Chamber of Commerce has championed growth, innovation, and profitability in Edmonton's business community. Representing members ranging from small businesses to large enterprises across all sectors, we advocate for their interests at all levels of government, fostering a thriving and sustainable business environment. Our strategic partnerships and innovative services empower businesses to succeed and contribute to Edmonton's prosperity. To learn more visit www.edmontonchamber.com/about

Position Summary

We are looking for a fast-paced, digital-savvy individual to join our team as a **Digital Marketing Coordinator**. This is a full-time role ideal for a new or recent graduate who loves to be online and passionate about growing digital brands. If you're creative, driven, and ready to make an impact, this role will allow you to help build our online presence and expand our digital reach.

<u>Position Title</u> Digital Marketing Coordinator

Reports to: Director, Communications and Public Relations

Hours Full-time role, primary in-person, at the World Trade Centre

Edmonton.

Salary \$50,000 - \$63,500

Application Deadline

and Details

Please send your resume, a cover letter and sample work to

Akanksha Bhatnagar, Director of Communications and Public

Relations, at abhatnagar@edmontonchamber.com by

November 12th, 2024.

Key Responsibilities

- Assist in developing and executing digital marketing strategies to boost the Chamber's online presence and brand growth.
- Edit graphics for digital campaigns, social media, and promotional content using Canva and other tools.
- Manage the Chamber's social media accounts, including creating and scheduling engaging content.



- Track social media metrics, analyze engagement, and contribute to strategy adjustments based on performance.
- Build social media metric reports for presentation to senior staff and provide recommendations on our digital strategy.
- Support content creation for the Chamber's website and email newsletters.
- Collaborate with the communications team to brainstorm and implement creative digital campaigns.
- Ensure brand consistency across all digital platforms.

Knowledge, Skills, and Abilities

- Strong proficiency in Canva for graphic design and editing.
- Passionate about digital marketing, social media trends, and growing online brands.
- Excellent written communication and content creation skills.
- Basic understanding of social media analytics and digital performance metrics.
- Ability to multitask, prioritize, and meet deadlines in a fast-paced environment.
- Ability to work both independently and collaboratively with a team.

Qualifications and Requirements

- Bachelor's Degree or Diploma in Marketing, Communications, or a related field (recent graduates or new professionals encouraged to apply).
- Proficiency in graphic design software (Canva required; Adobe Creative Suite is a plus).
- Strong interest in digital marketing and brand-building.
- Must be detail-oriented, creative, and innovative.

Only those selected for an interview will be contacted.