

Position: Social Media & Communications Coordinator

Office Location: Etobicoke

The Company:

We are a Business Process Automation company that is expanding our Managed Services Group to provide project and operational service to our enterprise-class customers. Our Customers are varied within several sectors of industry, and therefore provides a unique opportunity for exposure on how different industries work and provides unique project experiences.

Our mission is to help organizations automate critical business processes, exchange information securely, and eliminate the inefficiencies and errors associated with manual and labor-intensive processes.

The Opportunity:

Process Fusion is a software company and cloud solution innovator. We help organizations transform inefficient, paper (labor) intensive business processes into a secure, automated, mobile ready Digital First experience for all participants.

Organizations can easily migrate their traditional Print, Capture and Workflow systems onto our secure cloud platform to simplify IT management, reduce cost and to ensure business continuity and security compliance.

Our marketing team is looking for a motivated **Social Media & Communications Coordinator** who is aspiring to advance their marketing skills and communication techniques.

We take pride in letting people be themselves here, without feeling judged, in a fun and supportive environment. If you are passionate about marketing and are looking to grow your skills in this area, we are looking to help you develop those talents.

Position Responsibilities:

- Own the planning/development of content and growth of social media channels including LinkedIn, Twitter, Facebook, etc.
- Track, analyze, and optimize the ongoing performance of all social media marketing efforts, including campaigns, and social media posts
- Engage with connections and answer all messages and DMs within a pre-set time frame
- Generate new leads and opportunities through social media campaigns
- Frequently update content, social media channels and adjust messaging so that they are aligned with current campaigns
- Work collaboratively across business units to develop and execute creative ideas, plans, and social media strategies
- Assist in the development and creation of marketing and sales collateral
- Assist in management and updates of marketing and sales collateral within website and partner portal
- Assist in copywriting and editing sales and marketing materials and press releases

- Assist in leads management and administration of CRM database (Salesforce) and marketing automaton platform (Pardot)
- Support virtual events or webinars
- Assist in other various marketing activities

Minimum Requirements:

- Post-secondary degree in marketing or communications related field
- Minimum 1 year of relevant digital marketing experience
- Must possess excellent oral, written and interpersonal communication with strong copywriting and editorial abilities.
- Demonstrated knowledge of Microsoft office applications such as Word, Excel, PPT etc.
- Demonstrated knowledge of Social Media content planning and use of platforms such as Hootsuite, LinkedIn, Sales Navigator, etc.
- Working knowledge of design tools including Canva, Photoshop, InDesign, Illustrator etc.
- Ability to operate and thrive in a dynamic environment with shifting priorities and changing responsibilities.
- Excellent project management and communication skills and superior attention to detail.
- Ability to work quickly and collaboratively and to deliver against deadlines.
- Proactive, takes initiative, and has great ability to-multitask.

Soft Skills:

- Innovative and out-of-the-box thinking
- Excellent networking skills
- Works with little supervision
- Enjoy technology
- High energy and Passionate

Benefits:

- Competitive base salary plus bonus based on results
- Full benefit coverage starting after 3 months, including life, health, and dental
- RRSP with company participation
- Tuition reimbursement

Directions to Apply:

- Please send us your resume
- Please include a cover letter telling us why you are going to be great in this role.

****Principals only. Recruiters, please do not contact this job poster- Do NOT contact us with unsolicited services or offers****