



JOB TITLE: Marketing Coordinator - Full Time - Toronto (blend of remote and in-office)

We're looking for a creative and strategic storyteller to join our marketing team. In this role, you will craft compelling content for our social media platforms, driving engagement, supporting sales, and building awareness of our company and the incredible speakers we represent. With exceptional writing skills, you'll also contribute to our blog, develop polished speaker materials, and support various writing needs across the organization. Experience in social media management and paid advertising (especially on LinkedIn) is important, and skills in photo and video editing are a big plus to help bring our stories to life.

About the Company: Speakers Spotlight

Speakers Spotlight is a speakers bureau that represents many of the world's most extraordinary speakers, leading thinkers, and inspiring individuals. Our speakers are leaders in their respective fields, which include business, politics, sports, media, academia, science, technology, culture, and entertainment. Since Speakers Spotlight began in 1995, we have worked on over 40,000 events in more than 50 countries. Learn more on our website: <https://www.speakers.ca/about-us/>

Duties of the job:

Working with the Marketing team, the Marketing Coordinator will:

- Create, curate, and post engaging social media content—including text, images, and videos—that aligns with brand guidelines and is tailored to each platform.
- Monitor and analyze the performance of social media posts, using insights to optimize future content and improve engagement across platforms.
- Develop and execute social media strategies that align with the company's overall goals.
- Write content for blog posts, e-mail campaigns, ad copy, and marketing materials.
- Maintain a consistent brand voice and style across all written content.
- Use WordPress to update content on the website.
- Work in collaboration with the team to maintain and adhere to a content calendar to schedule blog posts, events, and campaigns.
- Basic video and photo editing using Adobe Premiere Pro, Final Cut, or similar.
- Create custom graphics using Photoshop, InDesign, or Canva.
- Design custom promotional pieces, including newsletters, email marketing pieces, and presentations.
- Contribute to SEO strategy with keyword research and content optimization suggestions.
- Proactively reach out to speakers for updates and support.
- Use CRM to update profiles and manage email distribution lists.
- Ability to attend and contribute to in-person company events in Toronto as needed.

Skills and experience expected of a successful candidate:

- Two years proven work experience in a marketing/communications role
- Ability to write and edit copy for blogs, email campaigns, ad copy, and social media platforms
- Excellent organizational skills with the ability to prioritize multiple tasks
- Experience using Photoshop, InDesign, Canva, or equivalent to design and edit photos
- Knowledge of basic technical and on-page SEO principles
- Experience managing website content using WordPress or similar CMS
- Proficient with Microsoft Office 365, including Outlook, Excel, Word, and PowerPoint
- Self-motivated, and ability to work independently and within a team
- Takes direction and feedback well, openly shares information and keeps others informed
- Excellent communication skills
- Possess a high level of attention to detail
- Confident, ambitious, and possesses good judgement
- Strong desire and ability to learn continuously and independently

Please send your resume and cover letter along with your portfolio (including writing samples) and salary expectations to careers@speakers.ca by December 20, 2024. We thank all applicants for their interest but only candidates considered for an interview will be contacted.