



Social Media & Promotions Coordinator

Term of Employment:

Full-Time (Hybrid - remote plus on-site) - including weekends and holidays

About Us:

Skydive Toronto is a leading skydiving company located only 35 minutes from Toronto. We offer breathtaking skydiving experiences, and our mission is to provide our customers with unforgettable adventures and memories. As we continue to grow, we are looking for a dynamic and creative Social Media Manager & Promotions Coordinator to join our team. This will be a position with a mix of on-location and remote work. The ideal candidate will be reporting to the Director of Sales & Marketing.

Duties and Responsibilities:

- Creating and managing day-to-day posts on platforms such as Facebook, Instagram, Twitter, and TikTok as well as breaking into new social platforms
- Engaging with our online community through comments, likes, and direct messages to maintain an active and continued conversation
- Fostering engagement to increase ad clicks and drive growth
- Effectively engage with influencers
- Ensuring that social media content aligns with our brand's tone, values, and objectives
- Collaborating with the marketing/sales team to align social media efforts with broader marketing goals and KPIs
- Implementing strategies to increase the conversion rate of Facebook and Instagram ads.
- Attracting new customers and increasing sales, services, and new product launches directly through our social media platforms
- Curating, scheduling, and managing a well-organized content calendar
- Keeping a close eye on social media trends to stay ahead of the curve
- Create a strategy and implement a system so that internal teams can contribute to content
- Engaging with our followers, responding to shoutouts, addressing complaints, and answering questions in a timely and professional manner
- Everything to do with trade shows! (set-up and tear-down, organizing schedule, attending, etc.)
Example: Outdoor Adventure Show, Pride, CNE, and Promenade
- Running errands, organizing various logistics and completing marketing projects

Skydive Toronto Inc. Cookstown Aerodrome, 3065 4th Line, Cookstown ON L0L 1L0

1 705 458 9339 or 1 800 668 5867 | info@skydivetoronto.com | www.skydivetoronto.com

Job Requirements:

To be considered for this position at Skydive Toronto, candidates must meet the following requirements:

- Legal authorization to work in Canada
- Excellent communication skills in English; knowledge of other languages is considered an asset
- Strong writing skills to create engaging and compelling social media content
- Proven social media experience is a must including but not limited to: content creation, scheduling, engagement, etc.
- Understanding of analytics to track and measure the effectiveness of social media campaigns
- Excellent customer service skills and the ability to interact with our online community
- Strong organizational and time management skills
- Budget management skills to effectively allocate resources for paid campaigns
- Agility and adaptability in a fast-paced environment
- Exceptional problem-solving skills
- Project management capabilities to handle multiple campaigns and initiatives
- Experience in audience research to identify target demographics and behaviors
- A team player with a goal and results-oriented mindset

Work Site Environment:

Cookstown Aerodrome, Cookstown, Ontario
Airfield in a rural location.
Public transportation is not available

Remuneration:

TBD based on experience

Applications:

If you meet the requirements and are passionate about your career, we want to hear from you! Please submit your resume, cover letter, and any relevant portfolio or social media work samples to joinourteam@skydivetoronto.com In your cover letter, please explain why you are the ideal candidate for this position and highlight your relevant skills and experience.

Skydive Toronto is an equal opportunity employer, and we encourage individuals of all backgrounds to apply.

Join us and be part of an exciting journey, where adventure meets digital creativity, and help us elevate the skydiving experience to new heights. We look forward to welcoming you to our team!

While we appreciate all applications, only those having the required ratings and qualifications and selected for an interview will be contacted.