



**Master Promotions Ltd.** is currently seeking an organized, driven, and result-oriented individual to join our team as a **Digital Marketing Coordinator** in Saint John, NB, or Halifax, NS.

### **Our Company**

Master Promotions Ltd., Canada's largest independent trade and consumer event management company has been producing high-quality events since 1973. We currently produce over 30 diverse events from coast to coast including home, recreation, and heavy equipment events. Our sustained growth is a testament to our unparalleled ability to connect industries, businesses, and communities. To learn more, visit our website: <https://www.mpltd.ca/>

### **The Role**

The Social Media Coordinator at Master Promotions Ltd. plays a pivotal role in enhancing the digital presence of our diverse portfolio of over 30 events. By implementing and managing various social media channels, this individual is responsible for maximizing event brand presence, exposure, and driving traffic and sales. The coordinator will create engaging content, manage paid social campaigns, analyze performance data, and work closely with marketing and operations managers to ensure consistent and effective online communication.

### **The Ideal Candidate**

The ideal candidate for this position is a dynamic and passionate individual with a deep understanding of digital marketing trends and traditional marketing principles. Holding a degree or diploma in Marketing, Public Relations, Business, or a related field, they are organized, detail-oriented, and capable of multitasking. With a positive attitude, strong communication skills, and the ability to work both independently and as part of a team, they are flexible and proficient in using tools like WordPress, Constant Contact, Google Analytics, and social media advertising platforms. Bilingualism is considered an asset, but not a requirement for this role.

### **Key Responsibilities**

- Develop and implement social media strategies to enhance event brand visibility, and increase engagement, drive traffic and sales across platforms such as Facebook, Instagram, LinkedIn, and YouTube.
- Craft and schedule engaging social media content in line with the overall social media plan.
- Oversee the maintenance of social media accounts, ensuring consistent brand messaging and maximizing event exposure.
- Manage and optimize paid social media campaigns, including creating ad copy and monitoring campaign performance.
- Analyze social media metrics and provide insights to refine content strategies and posting schedules.



- Write promotional materials, including sales collateral for exhibits, visitor email marketing content, and press releases.
- Execute direct email marketing campaigns as part of the overall visitor marketing strategy.
- Collaborate with Marketing and Operations Managers to update event-specific websites with the latest information.
- Support on-site logistics for trade and consumer shows, ensuring smooth execution and attendee engagement

### **Qualifications**

- Demonstrated passion for digital marketing, with a deep understanding of the latest trends and a strong grasp of traditional marketing principles.
- Degree or diploma in Marketing, Public Relations, Business, or a related field, or an equivalent combination of education and experience.
- Highly organized and detail-oriented, with the ability to multitask effectively.
- Proven ability to work independently with minimal supervision, as well as collaboratively within a team, bringing energy, confidence, and creativity.
- Positive demeanor, exceptional attention to detail, and strong written and verbal communication skills.
- Flexibility in adapting to changing schedules and content requirements.
- Proficiency in using WordPress, Constant Contact, Google Analytics, Google Ad Manager, and Facebook Ads.
- Bilingualism is an asset, but not a requirement.