



Digital Marketing Coordinator

Agency Brand Management – Remote, anywhere in Canada. Vancouver or Toronto preferred.

Agency is Canada's only B Corp Certified Brand Management Company and we're here to cultivate change. We use business as a force for good—by changing what's on grocery store shelves. Our brands don't just make products. They make change.

The ideal candidate will have experience in marketing with a focus on social media, knowledge of the natural products industry – Agency's brands in particular – as well as strong interpersonal and communications skills. This person is passionate about social media and avidly researches new trends to understand the best way to represent Agency through each platform.

THE OPPORTUNITY

As Agency's Digital Marketing Team Member, you will create valuable content experiences that work to connect, excite, motivate, and build loyalty in order to keep audiences active and growing in the digital space. You will shape powerful narratives that not only attract people but activate them around the causes we work for.

DUTIES + RESPONSIBILITIES

- Set the standard: Execute bold ideas for Agency digital channels that everyone will talk about, engage with, and share because they haven't seen it before. Push Agency out front and keep us on the edge. Stay curious and keep exploring new, disruptive ways to surprise our audience and draw people in.
- Connect the user journey: Plan for and build a connected story across digital platforms, including social channels, email and web, making the audience feel inspired by each narrative layer and ready to act.
- Demonstrate magnetic storytelling: Be confident writing for and working across a range of digital mediums (social, web, email, video, etc.) and push for high quality content with every post.
- Generate engagement and growth: Listen and engage with social audiences (comments, messages, etc.), maintaining a pulse on social media conversations, curating and posting content across Agency's and our brands' social channels. Respond to culture, stay in trending critical conversations, and keep things fresh.
- Plan and implement social media and blog hosted contests and promotions, including co-promotion and cross branding with B Corps and complimentary companies.
- Proactively manage the Agency website, launching late April/ May 2022. Keep Agencybrands.ca current and relevant for our key user groups, notably by maintaining brand partners, team members, and blog pages.
- Lead the development and maintenance of our marketing and newsletter database.
- Support Agency sales and brand teams in creating promotional and educational materials.
- Prove undeniable value: Consider always how our ideas/strategies will provide value to our brands if we are doing it right.

EDUCATION + EXPERIENCE

- 3+ years experience supporting a brand in marketing/ social media
- Experience with social reporting and analytics tools, including Google Analytics
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and websites
- Experience in optimizing landing pages and user funnels
- Bachelor's or master's degree in marketing or a related field is preferred

SKILLS + ABILITIES

- Digital marketing and website management, particularly within the industry
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, etc.)
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Graphic design and photography skills are preferred
- Fluent in meme and emoji
- Excellent written and oral communication, presentation, and interpersonal skills
- Communicate in an honest, transparent, and authentic way
- Take ownership and responsibility for your actions, behaviours, and contributions
- Ability to self-manage and work autonomously within a group/team environment
- Ability to manage a high level of detail
- Manage changing priorities
- Highly organized
- Passion for wholesome, plant-based, natural, and alternative foods preferred

We are a nimble team excited to add new talent. There is significant opportunity to influence what this position might look like.

In addition to an excellent company culture working with a passionate team of industry professionals that truly walk the talk—and a flexible schedule—Agency offers milage, phone and internet as well as excellent extended health benefits, Health & Wellness Spending Account, and Wellness days.

SUBMISSION

Please send resume with cover letter to cultivatechange@agencybrands.ca. We thank everyone for their interest but only those being considered will be contacted. Visit us at www.agencybrands.ca to learn more!