



***Application accepted until December 31, 2025***

## **Social Media and Activations Coordinator**

**Job Type: Part-time (30 Hours/week)**

**Shift and Schedule: Tuesday - Friday (Weekends/ After Hours as Needed)**

### **SUMMARY OF POSITION**

The Social Media and Activations Coordinator (SMAC) will play a key role in strengthening the Downtown Tillsonburg BIA brand's online presence by creating engaging content and managing digital campaigns. Reporting to the Events and Marketing Coordinator, this position is crucial for growing our social media following, boosting community engagement, and supporting the overall marketing strategy. The role also includes assisting with event planning and execution organized by the Marketing department. The SMAC will help promote the brand's online persona, engage with customers/members, and collaborate with the marketing team to produce high-quality content while ensuring seamless events and activations.

### **QUALIFICATIONS**

- Excellent oral and written communication skills
- Advanced knowledge of relevant social media channels
- Ability to conduct interviews with members to gather insights and create compelling content.
- Ability to work under tight deadlines
- Adaptable to changing priorities and able to adjust strategies and approaches based on evolving company needs or market trends.
- Strong analytical skills
- Advanced knowledge of social media advertising platforms

### **RESPONSIBILITIES**

- Create and share content to boost community interaction and brand visibility across social media.
- Maintain a consistent and authentic brand voice and visuals online.
- Post relevant content on key platforms (Instagram, Facebook) to keep an active online presence.
- Respond promptly to inquiries, comments, and messages to foster a positive community.
- Design and run effective paid ads to generate leads and enhance brand awareness.
- Collaborate with influencers and brands to grow social media following organically.
- Produce engaging, on-brand content for campaigns and posts.
- Collaborate with the marketing team to tie in visually compelling designs for marketing materials such as flyers, brochures, and promotional assets that align with the brand's identity and social media campaigns.



#### **RESPONSIBILITIES CONT'D**

- Engage directly with business owners to ensure their participation in events and activations, fostering strong community relationships.
- Provide on-site assistance during events, including setup, coordination, and teardown to ensure smooth operations.
- Perform site visits to membership and community partnerships to provide services (social media assistance, coordinate activations, maintain the partnership).
- Run small-scale activations digitally and physically to boost engagement or foot traffic downtown.
- Plan and execute content calendars for BIA platforms as well as all Tillsonburg Town Centre platforms (mall).
- Manage the Tillsonburg Town Centre social media platforms.
- Provide detailed insights and analytics monthly to Events and Marketing Coordinator.

Please send your resume and cover letter to [info@tillsonburgbia.ca](mailto:info@tillsonburgbia.ca) by December 31, 2025.