

**Job Title:** Communications & Social Media Coordinator  
Mansfield Athletic Club ([www.clubmansfield.ca](http://www.clubmansfield.ca))

Interested candidates may apply by contacting Ashley Couture, Director of Communications & Marketing [acouture@clubmansfield.ca](mailto:acouture@clubmansfield.ca) (cover letter & CV required – French)

**Type of Student Wanted:** Current & Alumni/ actuelle et anciens

**Position Type:** Full-Time / temps plein

**Position Status:** Permanent / permanent

**Job Location:** Montreal, Quebec

**Region:** Quebec - Montreal

**Approx Job Start Date:** 03/02/2016

**Industry:** Health & Fitness

**Job Description:**

Mansfield Club is seeking a university graduate with a bachelor's degree in communications/marketing and a passion for the evolution and world of social media. This position is the start of a fulfilling career in the health and wellness industry. As part of this company, you will be expected to drive ideas, put in the extra effort, and challenge yourself and your colleagues. The Communications and Social Media Coordinator will oversee social media posts, online member communications and online content management through Hootsuite and will take a proactive approach towards researching & creating engaging content for existing and potential members.

**1) Content Creation:**

- Develop a new tone for communication to existing and potential members, in line with audience and brand positioning.
- Create necessary texts in line with marketing calendar activities, external events and internal communications.
- Translation of content and seamless communication in both English and French, free of any informational, spelling or grammatical errors.

**2) Social Media:**

- Implement campaigns to drive existing & potential members towards our social media sites & increase brand awareness.
- Develop & activate (with marketing team) a content calendar; oversee from content creation to execution.
- Increase online interactions, reach of potential members and identify ways to build likes, followers and subscribers through value-added & educational content.

**3) Communications:**

- Efficiently manage the mass email database, software & social media accounts in accordance with CASL (Canada's Anti-Spam Law).
- Create bi-monthly email send-offs in line with marketing activities and promotions.

- Weekly tracking of communications metrics (online engagement, subscription lists, open-rate etc.).
- Creativity: brainstorm new ideas to communicate with potential and existing members

**Qualifications:**

- A university degree in Communications, Marketing or equivalent.
- 1-2 years' professional experience managing social media platforms (Facebook Ad Manager, Instagram, email communication software) and written communications.
- Passion for social media and solid understanding of how brands operate on all major social media platforms.
- Fluently bilingual in English and French with exceptional skills in writing, translation and proofreading.
- A creative individual, with outside of the box thinking.
- Ability to work independently with eagerness to work as a member of the marketing team while providing ownership of projects.
- Excellent attention to detail and the ability to effectively multi-task while meeting tight deadlines.
- An understating of HootSuite, Google Analytics, use of SEO tools and SEM platforms would be an asset.

**Languages:**

Francais/French

English / Anglais