



Bluebird Strategy is seeking a driven and focused digital marketing coordinator to collaboratively strategize and execute our digital marketing campaigns, driving traffic to our website and membership & events sign ups.

This role will report to the Marketing & Communications Specialist to support the day-to-day operations, growth and expansion of Bluebird Strategy's projects including WNORTH and client projects.

Our ideal candidate is someone who is adaptable to new technologies, and can take initiative. This individual is detail-oriented and able to take information from multiple sources to create engaging content and generate leads across multiple channels. We're looking for someone with a passion to connect people, build engaged communities and drive a positive social impact.

#### **About Bluebird Strategy Ltd.**

*Bluebird Strategy is an in-person, hybrid and virtual events and training company that runs programs such as conferences, leadership courses and mentorship programs.*

#### **Social Media Management (50%)**

- Work with Marketing & Communications Specialist to develop and implement social media strategy
- Generate, edit, and schedule social media posts
- Manage hashtag and keywords research
- Build content partnerships with like-minded brands
- Manage social engagement and online community

#### **Marketing Campaigns (30%)**

- Work closely with the Marketing & Communications Specialist to create and execute targeted marketing campaigns for various activities such as membership intakes, programs, events, and conferences
- Provide administrative and project support for a variety of marketing programs
- Reaching out to our partners to help share our events and re-sharing their events

#### **Email Marketing (20%)**

- Work with Marketing & Communications Specialist to plan and build weekly newsletters for The Members' Club and support with General Newsletter
- Support and learn to develop email drip campaigns for landing pages and waitlists



**Skills and qualifications**

- Excellent writing, editing, and oral communication skills
- Proven experience in growing Social Media presence - experience with paid advertising on Social Media is an asset but not required
- Ability to work independently and embrace the creative opportunities that come from working in a start-up space
- Highly organized with excellent time management skills as your team spans various time zones and countries (PST, EST, GMT)
- An entrepreneurial mindset, with a passion for connecting and supporting women in leadership positions.

**Location/Type of Role:**

- Remote work, preference will be given to candidates in British Columbia
- Salaried Position, 20 hours per week, \$22/hour
- 3 month contract to start January 3, 2022
- Must be a Canadian citizen or hold valid Canadian work Visa

*WNORTH is dedicated to employment equity and a workplace reflective of the diversity of our community.*