Social Media Co-ordinator

Job ID
10258

Convergine Corp

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LOCATION	DATE POSTED	EXPIRY DATE
7030 Woodbine Ave, Suite 500, Markham, ON| Ontario	27-07-2026	23-01-2027

TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD $38.00 per hour	1 year to less than 2 years	Secondary (high) school graduation certificate

Job Details

Convergine Corp is a growing digital marketing and technology company providing marketing, branding, web development, and online business solutions to clients from various industries.
Due to continued business growth, an expanding client portfolio, and increasing demand for high-quality digital marketing services, we are looking for an additional Social Media Co-ordinator to join our team. Our company has recently expanded its marketing department and continues to invest in providing a higher level of service to existing clients while supporting new business growth. This position is being added to help manage the increased workload, coordinate marketing activities more efficiently, and maintain the quality standards our clients expect.

Key Responsibilities
• Develop, implement and coordinate social media and digital marketing campaigns across multiple platforms.
• Prepare written marketing materials including reports, briefs, website content, newsletters, brochures and promotional materials.
• Develop and implement marketing strategies for clients across various industries.
• Advise clients on advertising, branding and sales promotion strategies.
• Conduct analytical marketing studies and market research.
• Design and analyze market research questionnaires.
• Conduct surveys and analyze consumer purchasing habits and market trends.
• Conduct comparative research on marketing strategies used by competitors and within various industries.
• Develop portfolios of marketing materials for clients.
• Coordinate online marketing, e-commerce and website promotion activities.
• Create, schedule and monitor content across major social media platforms including Instagram, Facebook, LinkedIn, YouTube and other relevant channels.
• Monitor social media performance and prepare regular performance reports.
• Assist with lead generation and online audience engagement initiatives.
• Coordinate influencer and content creator collaborations where required.
• Provide consultation to clients regarding business promotion, online presence and marketing initiatives.
• Train and provide guidance to junior staff involved in marketing projects.
• Supervise and coordinate the work of marketing support staff and students when required.

- Apply marketing principles, sales techniques and promotional strategies to improve client visibility and business growth.
- Work closely with internal departments to ensure successful execution of client marketing campaigns.
- Stay informed about emerging digital marketing trends, technologies and industry best practices.

Job Description

- Secondary school diploma.
- 1–2 years of experience in social media marketing, digital marketing or a related field.
- Experience developing and implementing digital marketing campaigns.
- Strong understanding of social media platforms and digital advertising.
- Experience preparing marketing reports and promotional materials.
- Knowledge of online marketing, e-commerce and website promotion.
- Experience conducting market research and marketing analysis.
- Strong communication and organizational skills.
- Ability to manage multiple projects and priorities simultaneously.
- Ability to work effectively with multicultural clients and diverse teams.
- Knowledge of SEO and digital marketing analytics is considered an asset.
- Experience supervising or training junior staff is an asset.
- Excellent written and verbal English communication skills.

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