



CAASA
CANADIAN ASSOCIATION OF
ALTERNATIVE STRATEGIES & ASSETS

Social Media Coordinator (Part-Time)

Company Description

Founded in February 2018, CAASA is a fast-growing trade association created to represent Canadian alternative investment managers, investors, and service providers across Canada and globally. We are looking to add a Social Media Coordinator to our team who will take on the key responsibility of social media marketing, email campaigns, and graphic design of our publications and all marketing materials. This is a small but mighty team offering hands on experience with an entrepreneurial organization.

Job Requirements

Education, training, experience:

- 2 to 3+ years of experience in social media marketing or as a digital marketing specialist
- Demonstrable social networking experience and a high-attention to detail
- Experience with social media scheduling (SocialChimp) and analytics tools
- Knowledge of online marketing and a good understanding of major marketing channels
- Degree or diploma in Communications, Marketing, Business, Public Relations, Journalism or English
- Preference given to those with experience in the association and not-for-profit industries

Knowledge Required: Association Management, InDesign, Canva, Email Campaigns, LinkedIn

Skills & Abilities Required:

- Detail and customer-oriented with superior multitasking and organizational ability
- Excellent writing, editing (photo/video/text), grammar, and communication skills
- Experience working with MS Word, Excel, Outlook, PowerPoint, WordPress, and familiarity with CRM databases (Creatio)
- Skilled in creation and execution of email marketing campaigns
- Skilled in graphic design with experience using InDesign and Canva
- Experience with basic video editing
- Ability to work both independently as well as a part of a tight-knit team

Overview of Responsibilities

The Social Media Coordinator will work closely in a small team with an entrepreneurial environment and with the ability to think ahead. The successful candidate will consistently implement and apply the existing growth strategy and generate new ways to engage with and promote current initiatives to members.



The Social Media Coordinator will plan, implement, and monitor strategies to increase online presence, ensure a coordinated marketing approach alongside our Event Manager and improve marketing and sales efforts as a result.

We are growing quickly, and the successful team member will play a key role in our growth while communicating regularly with the team to stay aware of new members and initiatives.

Detailed Responsibilities:

- Create, coordinate, and execute the social media marketing strategy and CAASA's online presence
- Continuously improve metrics by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information
- Consistently collaborate with the team to manage brand, identify key players and coordinate actions
- Produce and deliver creative assets ensuring accuracy, attention to detail, and that the project meets or exceeds the business objectives including but not limited to:
 - Marketing materials to be used on social media
 - Regular email marketing campaigns
 - Design event banners, posters, invites, publications, reports using corporate branding
 - Event collateral from event sponsors
- Edit and finalize all webinar recordings to be shared online
- Stay up to date with emerging social media trends to incorporate creative and innovative ideas to drive higher engagement on social media.

Location & Hours: Downtown Toronto office (core, direct PATH access). This position is part-time with 24 hours per week. Hybrid work environment with general hours from 9am – 5pm although this is flexible.

This role is a part-time, permanent position in a growing organization. Salary starting at \$25,000/year plus medical and discretionary bonus. Room to grow with annual compensation reviews.

Please apply online via the CAASA website. Applications should be submitted by Friday, April 8, 2022 for review.