

Marketing & Social Media Coordinator

WHO WE ARE

The Carrot app is the world's first national public platform that rewards users for making healthier choices. Users are rewarded with points they actually want—while driving sustained lifestyle behaviour changes. Our community consists of over a million keen, engaged and incredibly responsive users. We built it together with government and private sector partners. We have earned our users' priceless trust by offering only factual and trustworthy guidance, always paired with their favourite everyday reward points.

WHAT WE ARE LOOKING FOR

We are seeking a super talented Marketing & Social Media Coordinator who will assist the Marketing Associate in creating user-facing newsletters and the production and smooth operation of user-engagement contests.

You will also be responsible for the day-to-day management of Carrot's social community. This includes, but is not limited to, copywriting and posting content, ensuring timely responses, managing campaigns while maintaining the Carrot voice. You will take a deep dive to produce an engaging and informative monthly report on all social media analytics that includes analysis and reporting on daily posts, campaigns, etc. Our goal is to build on our storytelling, position Carrot as a thought leader and increase engagement and brand loyalty.

Marketing

- Work collaboratively with the Marketing Associate on user-engagement campaigns and contests including:
 - Create pitches to find sponsors
 - Write contest content for in-app and social media
 - Write contest terms and conditions
 - Administration of contest and communications with winners
 - Report key metrics to partnerships team and sponsors
- Work collaboratively with the Marketing Associate on Carrot's monthly user newsletter:
 - Coordinate with the Creative Content team
 - Implement layout and schedule
 - Ensure GDPR and CASL compliance
- Produce appropriate email marketing materials (as needed) i.e. launches, new features, etc.
- Inform product and content decisions by providing relevant user experience feedback and being a user-experience advocate
- Presentation design (PPT/Keynote) as needed

Social Media

The role involves working collaboratively with the team to help design, develop and implement strategies that align with our brand and business goals.

- Engage with the Carrot community on our social platforms (Twitter, Facebook, Instagram and LinkedIn)
- Fully immerse in Carrot Rewards social channels to ensure timely and topical communications by commenting and curating content that is on strategy
- Copy write and/or edit content specific to the four social platforms
- Assist in curating relevant visual and video content
- Ghostwriting, where/when applicable (LinkedIn)
- Community management and engagement

- Provide detailed monthly reports and analysis on performance, trends, key learnings and make recommendations for improvements
- Analyze the effectiveness of social campaigns
- Initiate and encourage positive conversation with Carrot's social community
- Work collaboratively to determine KPIs and review/adjust social media strategy and best practices
- Advanced skills in Google Analytics, Hootsuite and PowerPoint/Keynote
- Ability to work in a fast-paced environment and prioritize multiple assignments simultaneously
- Create unique and Carrot-branded content

HOW TO APPLY

If you are interested and meet the criteria specified above, please send a résumé to careers@carrotinsights.com . We thank all applicants; however, only those selected for an interview will be contacted