



PCMA Canada West Chapter Digital Marketing Specialist

Communications Committee

The PCMA Canada West Communications team is charged with ensuring that every member of PCMA Canada West feels included on the chapter's events (including annual, one-off, networking, and partnered projects), educational opportunities and progressive learning opportunities, and sponsorship recognition of featured businesses. The Communications team will work to cultivate a community - both online and offline - of event professionals on local, national, and global levels.

Description Overview

Reporting to the Director of Communications, the Digital Marketing Specialist will be responsible for coordinating social media posting on all of the PCMA Canada West chapter's social platforms to engage members, fuel community driven conversations, promote events, and further enhance the overall digital image of the chapter. The primary objective of this role is to voluntarily work alongside the Communications team to ensure that PCMA members are aware of events, educational opportunities, scholarships, and much more. By working with the provided social media management strategy, the Digital Marketing Specialist will ensure that all social media accounts are a cohesive part of the marketing funnel.

The ideal candidate will have a background in content creation and marketing and is a team oriented individual with a deadline focused mindset.

Specific Responsibilities

- Create original content, PCMA HQ fueled content and event driven content that aligns with PCMA Canada West's branding guidelines and overall communication goals
- Monitor three social media accounts for the chapter, including Instagram, Facebook and Twitter
- Organize and maintain an online database of content for social media accessible for the Communications team to access
- Schedule content that is relatable to event professionals and suppliers, promote the chapter's upcoming events, and respond to inquiries/comments on as needed basis
- Assist the Director of Communications with the overall digital marketing strategy for the PCMA Canada West Chapter
- Allow time for additional training opportunities such as content creation tips, Hootsuite training, website/SEO training, writing tips, etc.

General Responsibilities

- Work efficiently as a team member alongside other Communications Specialists
- Connect online via e-mail, Slack, and phone as needed for team engagement, event updates, and current tasks

- Attend monthly virtual meeting with Communications team
- Submit to Director of Communications for agenda items & reports for Board meetings
- Support and defend policies and programs adopted by the Board of Directors
- Maintaining confidentiality about internal PCMA communications
- Become a role model for the chapter and others in the events industry
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the Director of Communications

Eligibility

- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position
- Good organizational skills and meticulous attention to detail

Time Commitment

- Create and schedule social media content as well as monitor social media accounts (6-8 hours per month)
- Regular attendance at monthly committee meetings (1 hour per month)
- Provide inputs to Director of Communications for board reports (30 mins per month)