



Social Media & Advertising Coordinator Job Description

Position Summary:

Reporting to the Millarville Racing and Agricultural Society (MRAS) Operations Manager, under direction of the Market and Events Managers, the Social Media & Advertising Coordinator plays an integral role in all aspects of our advertising. This part-time position is responsible for the social media, website design and traditional advertising aspects of the MRAS facility and its individual internal events.

Duties and Responsibilities

1. Social Media Management:

- Develop, execute, and manage creative social media campaigns across platforms (e.g., Instagram, Facebook, etc.)
- Plan and schedule content, ensuring consistency with the brand's voice and aesthetic.
- Monitor analytics to measure campaign effectiveness and refine strategies.
- Engage with followers, respond to inquiries, and build community relationships.

2. Web Design and Maintenance:

- Design, and maintain an attractive, user-friendly website aligned with the brand's identity.
- Ensure website functionality, performance, and SEO optimization.
- Regularly update the site with updated content, promotions, and visuals.
- Troubleshoot technical issues and coordinate improvements.

3. Marketing Strategy and Analysis:

- Collaborate with the team to develop marketing strategies that align with business goals.
- Monitor trends, competitors, and industry innovations to stay ahead.
- Prepare performance monthly reports, providing actionable insights.

4. Creative Content Development:

- Produce high-quality visuals, videos, and written content for digital platforms.
- Collaborate with graphic designers, photographers, or freelancers as needed.

5. Event Promotion and Traditional Campaigns:

- Plan and promote event advertisements and special campaigns.
- Coordinate with local influencers or partners for cross-promotional opportunities.
- Newspaper, magazine, Radio adverts and scripts as required for MRAS and all events.
- Create and circulate press releases as required.

Qualifications

- Proven experience in social media management and web development.
- Proficiency in Word Press, and coding knowledge (HTML, CSS, or JavaScript) is a plus.
- Strong understanding of SEO, SEM, and digital marketing strategies.
- Excellent communication and copywriting skills.
- Creative mindset with an eye for design and storytelling.
- Familiarity with social media analytics tools (e.g., Hootsuite, Meta Business Suite).
- Ability to work independently and collaboratively.

Preferred Experience

- Knowledge of the local market and community.
- Background in not-for-profit

What We Offer

- Competitive salary based on experience.
- Opportunities for professional development.
- A supportive, fun, and creative work environment.
- Flexible work hours and environment.

How to Apply:

Please send your resume, portfolio (with examples of social media campaigns and websites you've built), and a brief cover letter to market@mras-track.com