

## WE ARE LOOKING FOR A SOCIAL MEDIA SPECIALIST

- Are you a self-driven, team-oriented, versatile content creator?
- Do you love digital marketing and take pride in delivering a beautifully finished product?
- Do you thrive in a fast-paced, ever-changing work environment where resourcefulness and problem-solving are the norm?
- Are you obsessed with results, and love tracking data to identify opportunities & challenges?
- Do you want to join a rockstar team in one of the fastest growing painting companies in Toronto?



**If you answered YES to the above, read on!**

### About JDavis Painting

JDavis Painting is an award-winning painting company that partners with our clients to provide beautifully painted homes and businesses. We foster a work environment that inspires employees to innovate, work hard, and build comradery among our team. We are high performers who love to WOW the customer!

We are just over three years old and growing rapidly. We've seen extraordinary growth so far without any focus on online marketing, so the opportunity to create something special utilizing digital is very real. Because of this, we are looking for an A player who will lead JDavis Painting's social media strategy and drive connection to people who need our expertise. This is where you come in.

### This job is for you if:

- You're a versatile content creator who keeps up with the latest social media trends.
- You're excited to act as an ambassador for JDavis Painting and wow the customer with our digital presence.
- You love to collaborate with a team on the end goal but enjoy working autonomously to execute your part.
- You're detail-oriented, flexible, and adaptable.
- You have a "can do" attitude and get creative with identifying new opportunities or problems to solve.
- You're a lifelong learner motivated to continue to learn and grow.

### In this role, you will:

- Lead content strategy to help users understand our brand by leveraging social media.
- Develop fresh concepts that engage and convey value to our clients, showcases the JDavis Painting brand, and ensures all-around consistency (style, fonts, brand, and tone).
- Build a monthly content calendar with platform specific copy, links, video, audio, and graphics.
- Plan, capture, create, and publish engaging monthly content specific to each social platform, with an overall goal of building a community.
- Conduct keyword research for hashtags and employ best practices to optimize content.
- Execute organic campaigns and contests, as well as paid campaigns on various social platforms.
- Stay updated on popular industry-related topics and trends and use them whenever possible.
- Take on other tasks supporting video production, graphic design, print and event-based activities, as required.



- Post regularly in Facebook neighbourhood groups, engage with group members, and build the JDavis Painting presence in those groups.
- Monitor all social accounts and engage with users (comments, messages, tags, reposts).
- Prepare monthly and quarterly performance reports for all social media platforms.
- Celebrate individual, team and company successes with the team at team events.
- Learn and use company software (Estimate Rocket, MS Office), as required.
- Observe company policies and represent the professional, caring, and attentive attitude embodied by the JDavis Painting brand.
- Attend any required training courses provided by the company.
- Keep an organized schedule and demonstrate company core values.

## What's in it for you?

- Part-time, permanent work (with an opportunity to move to full-time)
- Hybrid position, with 90% of the work remote, and the other 10% spent at jobsites capturing content and at team events or meetings.
- Competitive hourly compensation
- 2 weeks' vacation per year
- 10 paid holidays (9 statutory and 1 extra)
- 1 paid day off for your birthday
- 1 paid day off to volunteer in your community
- Work with a close-knit team of professionals that love what they do!

*JDavis Painting values diversity in our workforce, as well as in our customers, suppliers and others. We provide equal employment opportunity for all applicants and Employees and do not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, marital status, family status, disability or any other characteristic protected by local law.*

*JDavis Painting welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.*