

Policy & Procedures Manual	Job Descriptions	April 2025
Digital Marketing Coordinator		

Position Summary

The Digital Marketing Coordinator plays a critical hands-on role in executing the brand's digital marketing initiatives, including social media content management, influencer coordination, loyalty program activities, and website updates. The coordinator also supports the Media and Creative Agencies by facilitating asset delivery, reviewing content, and ensuring smooth execution of both organic and paid social media activities.

Working Conditions

The standard office hours are Monday through Friday, 8:30 am to 5:30 pm. Most of the work occurs during regular weekday office hours. However, as an international company with frequent interaction with the head office, hours of work involved may vary to accommodate differences in time zones. Flexible hours are required and may include evening and weekend hours.

This job operates in an office and food manufacturing setting.

Key Duties and Responsibilities

1. Website

- Assist in implementing audit recommendations in collaboration with vendors.
- Update website content, ensuring SEO best practices are applied.
- Assist in enhancing UX/UI practices for e-commerce

2. Social Media

- Organize social media profiles (Meta & TikTok), create and schedule content, and engage with audiences.

3. Influencer Management

- Handle day-to-day communication with influencers or agencies.
- Track deliverables, timelines, and campaign performance.

4. Nest Loyalty Program Support

- Execute social media, email campaigns initiatives for improving engagement and recruitment for the Nest.

5. Paid Media & Creative Support

- Support alignment between organic and paid social media by coordinating with the Media Agency on deliverables and timelines.
- Assist in reviewing creative materials for paid campaigns to ensure consistency with organic messaging and influencer content.

6. Reporting & Budget Assistance

- Analyze campaign performance, identify trends, and provide insights across platforms: social media, Influencer, SEO/ SEM & loyalty program.
- Maintain organized records of budget spend and agency invoices.

7. Team Collaboration

- Work closely with marketing, e-commerce, and customer service teams to ensure integrated digital communication.

Requirements

Education: Degree or diploma in Marketing, Communications, or related field.

Experience: 1-3 years of hands-on digital marketing experience, particularly in social media and website management.

Skills: Social media management, influencer management, CMS, CSS/ HTML, SEO, social media, strong organizational skills, and collaborative mindset.

Skills/Qualifications

- Understanding the social media landscape, content management, graphic design
- Understanding of web design, SEO and e-commerce principles, e.g., Shopify.
- Strong analytical and critical thinking to interpret data and make data-driven decisions.
- Proficiency in SQL, PowerPoint, Excel, HTML/ CSS
- Excellent written and oral communication skills. Bilingual is a plus.
- Demonstrated proficiency in using marketing tools like GA4, Google Search Console, SEMrush, Sprout Social, etc. to analyze website performance is a strong asset
- Familiar with Canva, Photoshop/ Illustrator
- Nice to have experience with influencer campaigns, and paid media in high-restricted industry

Abilities

- Positive, professional, and strong work ethic
- Creative, critical thinking with active listening mindset
- Comfortable multi-tasking and demonstrate willingness and aptitude to learn
- Demonstrated ability to maintain confidentiality based on the requirement to access, review, maintain and distribute sensitive communication, materials and records
- Show versatility and resourcefulness when problem solving
- Organize priorities based on deadlines and importance of tasks
- Adaptability to the fast-paced changes of the digital marketing landscape, while having the ability to learn on the go and apply new strategies and tools
- Communicate effectively with stakeholders: team members, management and partners

Disclaimer

Because of the changing nature of work and work to be done, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. The incumbent may be asked to perform other duties as required.