

JOB POSTING

Company:	Harlequin Enterprises ULC
Job Title:	Social Media Coordinator
Department:	Harlequin Trade Publishing
Reporting To:	Manager, Social Media
Status:	Regular Full Time
Location:	22 Adelaide Street West, Toronto (currently working remotely but will need to commute to the office when it reopens)

Job Summary:

Reporting to the Manager, Social Media, the Social Media Coordinator position will be a key member of the Digital Marketing team. This department is a dynamic, highly functioning and evolving team that's focused on growing our Trade titles by developing, delivering and executing our paid and organic social media strategies.

The Social Media Coordinator is responsible for administering Harlequin Trade Publishing's social media efforts, including scheduling and development of social media content and community program support. This Coordinator will use their creativity to engage readers with Harlequin Trade Publishing titles within our various social media audiences including, but not limited to, Facebook, Instagram, Twitter, Pinterest, and other emerging social platforms.

Duties and Responsibilities:

1. Social Media Strategy & Execution (30%)

- Manages the scheduling of social content (Falcon Social) that engages consumers with corporate priorities, supports marketing campaigns and long-term audience development goals
- Drive and shape a data-led performance marketing strategy, leveraging audience and targeting capabilities to maximize sales, promoting a reader-centric approach across all digital channels
- Assist in creating brand voice and personality for all HTP owned and future properties
- Monitor and maintain an influencer database, ensuring we build strong relationships and create champions for the Harlequin Trade Publishing brand and authors
- Ensures brand compliance across digital channels, content and messaging for various audience groups

2. Creative & Content Management (30%)

- Owns the in-house & freelance creative development including overseeing creative project intake process, prioritization of projects and regulates workflow based on impact and scope
- Develop creative and innovative digital marketing campaigns and tactics that will drive meaningful sales results; work closely with the Digital Sales team to ensure plans include pricing strategy and account-specific promotions
- Provides creative direction, prepares feedback and approvals and manages creative asset database (Trello).

3. Team Communications (30%)

- Work with key stakeholders across Marketing, Editorial, Publicity, Digital Sales and Digital Operations teams to manage a cohesive planning process, structure and flow that supports brand goals for the HTP portfolio of imprints & author brands
- Contribute to the development of social media tools and resources for staff and authors
- Develop best practices for use across HTP & HarperCollins social media teams

4. Analysis, Measurement and Reporting (10%)

- Tracks results from social media initiatives/campaigns and builds action-oriented campaign postmortems to manage stakeholders through project evaluation and KPI review
- Identifies trends in performance data to drive campaign and promotion optimization strategies.

Qualifications:

Specific training or job experience required includes:

- 3+ years of related experience and a strong background in digital marketing
- Post-secondary education in a related field (Advertising, Marketing) and/or relevant experience.
- Project management/coordinator experience required
- Microsoft Office proficiency and experience with project management tools
- Working knowledge of Photoshop & Sprout Social an asset

Competencies/Skills:

Competencies and skills required to perform this job include:

- Strong time management, organizational and planning skills.
- Exceptional internal and external relationship management capabilities.
- Excellent communication skills, including ability to communicate complex information to non-technical audiences.
- Creative and innovative thinker with a drive for results.
- Positive and passionate with ability to work well with in a close-knit, team environment.

What's in It For You?

- The opportunity to be part of a company on the leading edge of publishing, working with a very talented team and exceptional books
- Remote work, flexible start/stop times
- Paid time off days and vacation allotment, starting at three weeks
- Flexible benefit plans to fit your needs and pension matching
- Various virtual social activities to keep you connected – we love trivia!
- Virtual author events and access to discounted books
- Working with passionate people!

About HarperCollins Canada and Harlequin

Harlequin is a leading publisher of commercial fiction and narrative nonfiction. We publish more than 100 titles a month that reach audiences globally. Encompassing highly recognizable imprints that span a broad number of genres, we are home to many award-winning New York Times and USA TODAY bestselling authors. Harlequin is a division of **HarperCollins Publishers**, the second-largest consumer book publisher

in the world. Through HarperCollins's global publishing program, Harlequin titles are published in 17 countries and 16 languages.

Known worldwide for the quality of its list, **HarperCollins Canada** is the proud home of many bestselling and award-winning authors, including Esi Edugyan, Heather O'Neill, and Lawrence Hill. It is our vision to publish the best books of our generation and to work with authors over the length and breadth of their careers. Our authors are at the centre of everything we do. In addition to the Canadian publishing program, HarperCollins Canada is responsible for the sales, marketing, and publicity of HarperCollins titles from around the globe.

External applicants are asked to apply on our website (<https://careers.hcc-hqn.com/>).

HarperCollins Canada and Harlequin are **Equal Opportunity Employers** committed to equal employment opportunities. Employment decisions are based on job requirements and the skills, knowledge, and experience of the candidate, regardless of any other factors unrelated to job performance.

We are also committed to ensuring that the **accessibility** needs of candidates and employees are considered and accommodated during the recruitment process.

We thank all applicants for their interest, however, only those candidates selected for an interview will be contacted.

