



Amsterdam Inn & Suites
143 Main Street Sussex, NB
506-432-5050

Social Media & Marketing Coordinator

Job Title

social media & marketing coordinator

Job type

Full-time

Permanent

Who are we?

Founded in 1994, Amsterdam Inn & Suites is a family-owned Hospitality Group family with a history of long-term partnerships and relationships. With operations throughout New Brunswick, we focus on delivering quality products and exceptional service to our customers and our communities. Every day, we strive to develop and grow our team and brand of Amsterdam Inn-related Companies.

Here's what you can expect from us:

We strive for excellence in all we do, including our work environment. We aim to create a place where each of us feels we belong, can bring our best selves to work, and where we treat our fellow employees with kindness and respect. Together, we will support our corporate strategy, high standards and the communities where we live and work. Our core values of Honesty, Integrity, Professionalism, Compassion, Accountability, and Respect allow us to focus on the collaboration and development of our internal team. It is through this focus that our employees can reach their career goals while working in a positive environment.

Job Description



What you can expect on a typical day:

We have an exciting opportunity to join our Marketing & Sales team in Sussex, NB! The social media and Marketing Coordinator is responsible for providing support to our Marketing Team and implementing an online presence to ensure a seamless digital experience and to help our team with our marketing-related programs. This individual will plan, schedule, and execute digital content plans targeted at external audiences on platforms including Facebook, Twitter, Linked In and Instagram, Blogging, newsletters, etc. Other daily marketing responsibilities and tasks may be performed based on seasonality and tourism needs.

What we offer:

- On the job training
- benefits and pension plan
- Paid vacation
- Clothing Allowance
- Personal and professional development opportunities

Your roles and responsibilities:

- Support activities in planning for all organic social media activities on Amsterdam Inn and Sister company platforms, managing the posting schedule across all digital channels.
- Develop and execute recommendations across social media listening platforms to ensure consistent, effective, and integrated approaches to engagement, while also reporting on social analytics to multiple stakeholders on a weekly basis.
- Answer reviews across multiple platforms
- Work in close collaboration with marketing, sales, and property managers to inform, engage and escalate issues when required across all online platforms, including social media, Online Travel Agents, and review websites.
- Proactively work collaboratively with various teams to inform, advocate and support as required.
- Develop and execute organic social media boosting/advertising strategies with our marketing team to increase the company's visibility on social media and other related platforms.
- Support business objectives by providing guidance and assistance to others where required.



- Provide support and recommendations for the management of Amsterdam Inn's online presence across business lines and geographies, including drafting content when required.
- Work with various graphic design tools when requested by the Marketing Manager to create branded templates, charts, presentations, collateral etc.
- Collaborate with the Marketing Manager to strategize annual initiatives and schedule content.
- Develop newsletters monthly for our subscribers and loyalty program reward earners.
- Work closely with the Marketing Manager to participate in the development and implementation of various marketing programs daily.

Professional Skills:

- Knowledge of current digital platforms, including Facebook Ads Manager, along with technologies, trends, and tools.
- Excellent written and verbal communication skills.

Travel

- Travel may be required at times to attend properties, shows, conferences, networking events, etc.

Education and Experience:

- University degree or advanced diploma in a related discipline (e.g. Communications, Marketing, Digital Media.)
- Google Analytics, Google Tag Manager and Google AdWords Training / Certification are considered an asset.

Job Requirements - Work Experience

Marketing, communications, social media, advertising

Job Requirements - Education

Bachelors

Location

Sussex, NB

Job Types: Full-time, Permanent

Schedule:

- Monday to Friday

Ability to commute/relocate:

- Sussex, NB: reliably commute or plan to relocate before starting work

Experience:

- Social Media Occupations: 1 year (preferred)
- Marketing: 1 year (preferred)

Apply:

- Drop resume off at Amsterdam Inn & Suites Sussex
- By email to marketing@amsterdaminns.com or janet.johnston@amsterdaminns.com

