

Social media coordinator

Tootsi Impex is a North American leader in bulk, natural and health food products. Our company was established in 1986. We are a direct importer, processor, and distributor of over 1500 products. Our headquarters are based in Montreal where we also manufacture unique and trend setting snacks from our state-of-the-art facility.

If you are seeking a career opportunity in a dynamic food industry and a company that has a proven track record, we are pleased to offer fulfilling and exciting career driven positions. As a Social Media Coordinator, you will work closely with the marketing team to manage our social media channels and create in-house content. Your mission: create engaging content and grow our social media presence, in line with the brand's strategy.

Please visit our three websites to learn more about our company and products: tootsi.com, yupik.com, elanbio.ca

Responsibilities:

- Post content on social media platforms: Instagram, Facebook, TikTok, YouTube, and LinkedIn.
- Actively manage online communities by encouraging audience interaction.
- Respond to tagged content, comments, and inquiries to sustain a positive relationship and increase brand awareness.
- Develop engaging in-house reels that showcase company culture, products, services, and highlight key events or milestones.
- Plan a consistent content calendar. Adjust schedules as needed to align with business objectives and marketing team.
- Develop strategies to grow our social media accounts: targeted content, engaging campaigns, and interactive initiatives that foster organic growth.
- Plan, execute, and optimize paid content strategies across social platforms, ensuring budget efficiency and alignment with audience interests and campaign goals.
- Coordinate outreach and communication with influencers, content creators, and potential social media partners.
- Organize and track monthly social media budgets, ensuring transparency and ROI-focused spending.
- Prepare weekly reports summarizing KPIs, demographics, and success of campaigns.

Candidate profile:

- Relevant experience in social media management or related role.
- Understanding of content strategy, engagement tactics, and platform algorithms.
- Proficient in Meta Business Suite (Meta Ads Manager, Facebook Business, etc.)
- Proficiency in Google Suite (Drive, Docs, Sheets) is a must.
- Experience in Later, an asset.
- Bilingual in English and French, written and spoken.
- Highly organized and detail oriented.
- Collaborative team player with a creative mindset and passion for digital marketing and brand building.

Job Type: Full-time, Permanent, In person