

Position Title: Social Media and Content Manager (1-Year Contract)

Reports To: Vice President of Marketing

Primary Objective

The Social Media and Content Manager (1-Year Contract) will lead and oversee all of Primont's social media accounts, including TikTok, Instagram, LinkedIn, YouTube, and Facebook, as well as the company blog. Acting as the primary voice of the company across these platforms, this role is responsible for developing and executing content strategies that drive brand visibility, community engagement, and social growth.

The ideal candidate will bring a blend of creative and strategic skills, with experience in social media management, graphic design, and video editing. They should also be confident appearing on camera to create engaging content, comfortable travelling to and from Primont communities to capture on-site material, and eager to contribute to the planning and execution of events.

Key Accountabilities

Social Media Strategy & Oversight

- Lead and manage all Primont social media accounts, with a focus on TikTok, Instagram, LinkedIn, YouTube, and Facebook.
- Develop and implement strategies that align with business goals, producing fresh and engaging content while establishing KPIs to measure and drive community growth.
- Maintain a consistent and professional brand voice across all channels, actively engaging with audiences and responding to comments and inquiries.

Content Creation & Blog Management

- Oversee and create blog and vlog content, collaborating with the Digital Marketing Manager to ensure SEO-optimized posts that drive organic traffic and leads.
- Write and edit copy for the website, email campaigns, and blog posts.
- Develop high-quality creative assets, including social graphics, photography, and video.
- Edit videos for social media, events, and campaigns, ensuring strong alignment with brand and community goals.
- Be comfortable appearing on camera for new social media content such as lifestyle features, community updates, and event promotions.
- Coordinate with the sales team to support content needs for campaigns and promotions.

Event Planning & Promotional Support

- Support Primont's event and experiential marketing efforts, contributing both to the planning and on-site execution of events.
- Capture and promote events through social media coverage, maximizing engagement and brand exposure.
- Collaborate with external partners to bring activations to life, ensuring initiatives align with brand and company goals.
- Provide live event coverage to foster audience participation and engagement.

Monitoring & Reporting

- Track, analyze, and report on social media and blog performance metrics, monitoring KPIs such as engagement, reach, and traffic.
- Deliver clear monthly and quarterly reports on performance, highlighting trends and actionable insights.
- Provide data-driven recommendations to refine strategies and improve results.

Experience, Education, and Skills

Education:

- Post-secondary degree in Marketing, Communications, Journalism, or a related field.

Experience:

- Minimum 3+ years in social media management, content creation, or a related field.
- Hands-on experience in graphic design and video editing (required).
- Agency or homebuilding industry experience is considered an asset.

Skills:

- Strong copywriting skills for creating compelling content across websites, blogs, and email campaigns.
- In-depth knowledge of TikTok, Instagram, LinkedIn, YouTube, and Facebook, as well as analytics tools and platform trends.
- Skilled in photography and video production, including editing.
- Comfortable being on camera for social content.
- Strong project management skills, particularly in planning and coordinating events.
- An analytical mindset for measuring performance and providing data-backed recommendations.
- Excellent communication skills, maintaining a consistent and professional brand voice.
- Valid driver's license and ability to travel regularly to Primont communities.