



## DIGITAL MARKETING COORDINATOR ROLE

### THE ROLE

The Root Cellar continues to grow, and our online presence is growing, too! We're adding a Digital Marketing Coordinator to the roster, to continue to build our brand awareness and expand our online presence. Our community is invested in us both in-person and online, and we are looking for someone to help scale our digital platforms and help us stay connected. As Digital Marketing Coordinator, you'll exude The Root Cellar brand we all know and love and will be excited to transcribe that brand into written words, beautiful imagery, and captivating video content.

Our ideal Digital Marketing Coordinator is organized, innovative, and takes initiative. They're confident enough to get creative with written and digital communication, and have experience running and tracking campaign progress, developing a range of digital marketing materials, sourcing images and artwork, collating content, updating online assets, and handling a variety of digital marketing activities. If you're a digital marketing pro who loves what we do at The Root Cellar, we want you to help us share it with communities near and far.

### WHO WE ARE

Growing up in British Columbia, the family root cellar was a place in our homes where we could always find good quality, garden-grown, fresh & preserved foods. Our family-owned market operates with a local focus, always buying from as close to home as possible to provide the communities of Victoria with the same.

We are more than your average grocery store, and our leaders are more than your average store managers. We're a family business, and we're selective about who joins us. Our bottom line is that we care a lot... about the products we offer, our customers, and our Root Cellar family. We put that care into action by providing a competitive compensation package with great benefits (including vision + dental), development support & opportunities, and a 20% discount in our stores.

### WHAT YOU BRING

- A degree in Marketing or Advertising is an asset.
- 2-4 years experience with paid advertising on social media platforms and Google.
- Strong organizational skills and ability to prioritize.
- Knowledge of Google Analytics WordPress, Instagram and Facebook ads.
- Experience or willingness to learn video for Instagram reels and TikTok.
- Proficient in MS Office, with a general aptitude for software and systems.
- Excellent collaboration, communication, and organizational skills.
- A special love for green sauce.
- Availability of 4-5 days per week.

### TO APPLY

Interested? Send your resume to [careers@reimaginework.ca](mailto:careers@reimaginework.ca).

We can't wait to meet you!