



Job description

Social Media Coordinator// Canada

Representing Eguana Technologies and Duracell Power Center

About the business and the role

Headquartered in Calgary, Canada, Eguana Technologies designs and manufactures high performance residential solar energy storage systems for markets around the world. Our products bridge the gap between electricity supply and demand by delivering flexible and reliable distributed energy storage to enable the highest penetration of renewable energy sources into the grid.

Eguana is working with a world-class manufacturing partner to deliver our products to the North American market under the name Duracell Power Center (DPC). We are now seeking a savvy and passionate **Social Media Coordinator** located in **Calgary, AB** to help design and execute multi-channel marketing campaigns for both brands.

www.EguanaTech.com

Job tasks and responsibilities

- Reporting to the Sr. Marketing Manager, the Marketing Coordinator will be responsible for scheduling and reporting on DPC and Eguana campaign efforts
- Assist Sr. Marketing Manager in the development of content strategy
- Assist with content creation for DPC and Eguana online presence
- Escalate messages received on social channels to appropriate departments
- Community manager: Will be expected to monitor social channels and engage with audiences
- Expected to observe and report on trends across social platforms
- Some management of Eguana website may be required
- Assist in the production of internal marketing resources for both companies
- Some coordination with third parties or contractors may be required

Skills and experience

- Degree in Marketing or related field
- 3+ Years Experience as a Marketing Coordinator in a B2B setting
- Proficiency with MS Office Suite
- Proficiency with Canva or a related graphic design software
- Experience with paid ads (Google Ads, Meta Business Suite, LinkedIn Ads)
- Experience with scheduling software like Hootsuite, Sprout Social would be an asset
- Proficiency with Adobe Creative Cloud would be an asset

- Candidate must possess excellent English communication skills, verbal and written.
- Ability and desire to work well with a diverse group of people
- Some understanding of the current electrical grid construction would be an asset
- Passion for the craft of Marketing
- Creativity. Able to find atypical solutions to abstract problems