



Job Posting
SOCIAL MEDIA & EVENTS SPECIALIST
Full time, permanent

WHO WE ARE

Modo is about transforming communities by connecting people with places in a way that's affordable, convenient, inclusive and sustainable. We are a pioneer in the carshare sector. In fact, we were the first to open shop in Vancouver and Victoria back in 1997. Modo has remained the only member-owned carshare co-operative – driven by people, not profits – and fueled by our desire to create more livable communities by reducing our collective dependency on car ownership. Our promise is to provide exceptional value, convenience, choice and an enjoyable carsharing experience.

Modo is a thriving co-operative in the fast-paced and competitive shared mobility sector, and our employees tell us they are 100% connected to our Purpose. We work hard and take time to celebrate our successes. We share a passion for social purpose and have each other's backs. You'll be making a significant contribution to your community, by redefining the shared mobility landscape.

WHAT OUR SOCIAL MEDIA & EVENTS SPECIALIST WILL DO

Reporting to the Director of Marketing & Communications, you will produce engaging content and materials for all of Modo's marketing and communication channels, working closely with both internal and external stakeholders to uphold Modo's brand. Job duties and responsibilities are:

1. Manage Modo's social media channels – daily

- Create, schedule, and write content, including ads, for LinkedIn, Facebook, Twitter, Instagram
- Design engaging and on-brand content through Adobe Creative Suite for social channels
- Add and manage new blog content and source images, often in conjunction with ambassadors and guest bloggers
- Monitor posts about Modo and respond to follower comments and messages, with support from our Member Care Team
- Outreach to potential members, media, events, influencers etc.
- Work closely with the Marketing Communications Manager on the social media strategy, and annual content calendar

2. Manage Modo's Ambassador & Influencer Program – daily

- Seed and manage content for Ambassadors, including Instagram Takeovers
- Provide direction to Ambassadors when supporting events or media inquiries
- Manage Modo driving credits for Ambassadors
- Build relationships with bloggers and influencers, outreach for new Ambassadors
- Produce/coordinate co-branded promotional materials with community partners
- Oversee and coordinate Community Exchange programs
- Work with members as guest bloggers
- Work closely with Marketing Communications Manager on Ambassador strategy and evolution taking the Ambassador Program to the next level



3. Support Modo's Developer Program – ongoing

- Support Modo's Business Development Manager on our work with building developers
- Liaise with developers and building managers to fulfil contractual requirements to promote Modo to residents
- Manage project timelines for existing and new developments
- Create and coordinate distribution of Modo promotional materials in support of existing and new developments

4. Events – ongoing

- Draft Partnership and Sponsorship agreements with community partners
- Ensure terms and deliverables of Partnership and Sponsorship Agreements are met
- Coordinate volunteers
- Create and coordinate event materials and swag
- Promote events on social media and other communication channels
- Work with Marketing Communications Manager to evaluate fit of Community Exchange requests; negotiate terms and monitor deliverables

5. Admin and other tasks – ongoing as needed

- Maintain supplies of Modo-branded materials including swag, marketing collateral, and vehicle and parking decals; working cross-functionally with internal departments and suppliers
- Create promotion codes for community partners and ensure they're shared internally with relevant departments
- Attend meetings and/or participate as a committee member, representing Modo, for various community groups as required
- Support the Marketing Communications Manager in the creation of blog posts, website updates, and WordPress maintenance

The skills and qualifications we are looking for include, but are not limited to, the following:

- A degree or diploma in Marketing or a related field, or three years working in a related Marketing or Communications Coordinator role
- Previous experience managing multiple social media channels, building brand awareness online and upholding a brand voice on various channels
- Experience with organic and paid social campaigns
- Previous experience with project planning and coordination
- Experience creating and designing content for social channels
- Proficient with Adobe Creative Suite and other image editing/graphics tools
- Class 5 driver's license



Job Posting
SOCIAL MEDIA & EVENTS SPECIALIST
Full time, permanent

Bonus points for:

- Passion for and/or direct work experience with social purpose business
- Experience using social media and project planning tools such as Hootsuite, Gain, Later, Facebook Ads Manager, Asana, or Basecamp
- Experience using WordPress
- Modo member or member of another co-op

THE ATTRIBUTES WE ARE LOOKING FOR

Our business is built on exceptional member service. We set the bar high with our standards of service and strive to exceed member expectations. To excel in this position, you need to be prepared to deliver outstanding service by having:

- A true passion for capturing the essence of a values-based brand and communicating that essence through and through
- Strong communication skills – able to communicate effectively with stakeholders of all levels
- The utmost of professionalism and attention to detail
- Strong ability to multi-task and to use sound judgement in prioritizing activities
- Strong personal initiative and the ability to work independently without hand-holding
- A service-oriented attitude and willingness to pitch in and collaborate

WHAT WE OFFER OUR EMPLOYEES

Modo strives to attract and retain the best. This is an exciting time for Modo and this position provides an opportunity to make your mark in an evolving industry. We are a fun and friendly company with a personable and professional member service offering. If you like working with a successful team and representing a longstanding, recognized and well-respected brand, this job would be perfect for you. We have plans for growth and maximizing member service and want the right people to grow with us.

You'll receive hands-on training from someone who knows the job extremely well, and have continued support from a close-knit team who are committed to your success.

HOW TO APPLY

Please submit your application package to jobs@modo.coop. Your application package should include your resume, cover letter, and design samples; links to blog posts or articles you've written within the last year; and links to social media channels for which you have managed the brand voice.

Only applicants providing a strong application package will be considered. Due to the anticipated volume of applications, only those selected for interviews will be contacted. We thank you for your application and appreciate your interest in Modo.