

Marketing and Social Media Specialist

Job description

About us

TRAPPED Mississauga is a dynamic part of North America's fastest-growing Escape Room Franchise. Our expansive 5,500 square-foot facility is located in the vibrant community of Mississauga, just a stone's throw away from Oakville. We take pride in offering cutting-edge, hi-tech escape games suitable for all ages and experience levels. Our commitment to delivering an exceptional customer experience is matched only by our dedication to artistic detail and artifacts.

In addition to escape games, we provide event hosting services for special occasions, such as birthday parties, corporate events, and group gatherings. We offer an array of catering options from top-tier providers and have the infrastructure to accommodate corporate meetings. We also retail a variety of mini escape games, board games, puzzles, and branded merchandise. Our customer base extends beyond the Greater Toronto Area, attracting visitors from across Ontario, Canada, and even beyond our borders. We stand as a premier destination in the GTA's escape room industry.

Job Summary

We are in search of a creative and talented Marketing and Social Media Specialist to join our escape room business in Mississauga. As the Marketing and Social Media Specialist, you will play a pivotal role in developing and executing effective marketing strategies, curating engaging social media content, and nurturing a strong online presence to captivate our target audience. This role offers an excellent opportunity for a self-motivated individual with a passion for digital marketing and a knack for creative storytelling.

Key Responsibilities

- Develop and execute social media strategies to enhance brand awareness and drive audience engagement.
- Manage and curate content for our social media accounts, including TikTok, Instagram, Facebook, LinkedIn, YouTube and Twitter.
- Create and share captivating TikTok content with a minimum of 3 to 5 videos daily.
- Craft daily Instagram posts, including 4 to 6 stories, pictures, reels, special event content, contest updates, and holiday-themed material.

- Strategically plan and schedule engaging Facebook posts and ads to promote our business and events.
- Share timely updates and content on LinkedIn, focusing on corporate events and industry trends.
- Maintain and update Twitter posts to keep our followers well-informed and engaged.
- Develop and curate content for weekly newsletters and special event communications.
- Keep our brochures, packages, booking system, and website up-to-date with accurate and compelling information.
- Utilize design tools such as Canva, Adobe Suite, or similar software to create visually appealing graphics and images.
- Implement effective email marketing campaigns using platforms like Mailchimp or similar for newsletter distribution.
- Monitor and promptly respond to comments on social media accounts to maintain active engagement.
- Analyze data to measure the success of marketing campaigns.
- Stay informed about industry trends and changes in social media platforms.
- Collaborate with team members to create content aligned with company goals.

Requirements

- Proven experience in graphic design, digital marketing and social media management.
- Strong understanding of social media platforms, including TikTok, Instagram, Facebook, LinkedIn, YouTube and Twitter.
- Exceptional written and verbal communication skills, with keen attention to detail.
- Proficiency in content creation, graphic design and editing tools like Canva, Adobe Suite, or similar software.
- Familiarity with email marketing platforms like Mailchimp or similar for newsletter creation and distribution.
- Ability to multitask and manage multiple projects simultaneously.
- Creative thinker with a passion for storytelling and engaging an audience.
- Knowledge of the escape room industry or related entertainment businesses is a plus.
- Degree or diploma in graphic design, marketing, communications, or a related field is preferred. University/College undergraduate students are welcomed.
- Ability to commute/relocate: Mississauga, ON L5K 2L8: Reliably commute or plan to relocate before starting work.

Job Details

- Job Type: Part-time/ Full-time.
- Hours: 25 - 35 hours per week.
- Benefits: company uniform, employees' events, discounted or free food, on-site parking.
- Work Location: In-person & Remote.

How to Apply

If you're a motivated individual with a flair for creativity and a passion for digital marketing, we want to hear from you! Join our team and be a part of an exciting and immersive escape room experience.

To apply, please submit your resume and a portfolio showcasing your previous marketing and social media work to [contact@trappedmississauga.com].

Note: Only shortlisted candidates will be contacted.