

Marketing & Social Media Coordinator (Summer Position)

Gravity Laboratory – Port Moody

Reports to: Darren Radford, Director

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Number of Positions: 1

Work Term: 14 weeks (May to end August 2021)

Candidate Requirements: Ages 16-30, Canadian Citizen, English Speaking. Hours/Week: 20-30 (Flexible re days/times and Remote working is possible)

Company Profile

Gravity Laboratory is a community-centric, specialist strength and movement facility. As a hub for health and fitness, we offer evidence-based training programs specifically designed to improve member capabilities in all aspects of fitness.

Gravity Laboratory is unique as we operate as a Lean-Agile adaptive organization – perhaps best exemplified by the flexibility of our space which allows us to keep current and relevant as the science and fitness trends evolve.

Philosophy

Be the best. It's the only marketplace that isn't crowded!

Seeking

Driven, motivated person to lead our digital marketing and social media initiatives in line with our current strategy (will be made available) and outline 90-Day Plan.

Responsibilities but not limited to:

- Manage landing pages and member portal/resources (website)
- Advance a coherent social media strategy and plan, launch, review and adjust specific campaigns over the summer
- Maintain Facebook and Instagram social media accounts
- With input from the coaching staff and member forum, drive forward current marketing initiatives/ideas and develop new ones to be implemented under our 90-day plan
- Organize the production of planned physical promotional materials (window wraps, light box, sandwich boards etc.)
- Liaise with other local small businesses to collaborate/cross promote marketing initiatives
- Contribute to the care and maintenance of our current membership

Qualifications:

- Media and/or Marketing background/student
- Excellent communication skills
- Creative, willing to try new ideas and be wrong
- Ability to prioritize and organize work based on business value and avoiding cost of delay
- Art/photography/video making/editing background advantageous but not mandatory

How to Apply:

Please send a brief 'cover letter' outlining salient experience and interests and telling us visually and/or in words why we should hire you. Be creative, be playful and be prepared to fail to some extent – we will invariably have an interest in highly innovative/unorthodox approaches to grab our attention.

Benefits:

Include highly competitive hourly rate, complimentary membership to train at the facility when not working, flexible scheduling to meet individual needs (can include remote working) and the opportunity to work as a part of a dynamic and creative team of thought leaders and high-calibre, like-minded professionals.



Strength | Fitness | Movement







