

Job Vacancy

Digital Marketing Assistant - Recreation, Tourism & Culture

CUPE Local 3864 Salary Scale Step 6/7: \$2,595.76 - \$3,423.15 bi-weekly plus
Basic Spending Allowance

Requirements

- Post secondary education or two (2) year college diploma in communications, marketing, journalism, hospitality or related field
- Related work experience should include digital content writer/creator, web publisher, and online platforms in a professional setting
- Experience and expertise with Microsoft OfficeSuite (Word, Outlook, TEAMS, Sharepoint, Planner, and Excel)
- Experience using a variety of popular social media channels and technologies
- Working knowledge of smartphone camera, editing software, and experience using Canva
- Creative problem solver and strategic thinker
- Detail oriented with the ability to align content with brand
- Bilingualism (English and French) is an asset

Send your resume to

HR@fredericton.ca

before **March 18, 2025, 2025**
at **4:30 p.m. AST**



Job Vacancy

Digital Marketing Assistant – Recreation, Tourism & Culture

The City of Fredericton believes in building authentic connections with our community. We're looking for a passionate and creative Digital Marketing Assistant to join our dynamic team. The Digital Marketing Assistant should be digitally creative, have web experience, and possess strong and creative writing skills. In this role, you'll develop brand programs and execute innovative social media campaigns that drive brand awareness, foster a vibrant community, and contribute to the overall success of our divisions. You'll work closely with cross-functional teams to align social media efforts with broader marketing goals and use data to measure and optimize campaign performance.

What You'll Do:

- Create, support, and execute comprehensive digital marketing strategies that align with Divisional goals;
- Develop a strong brand-oriented voice across multiple digital platforms;
- Develop compelling digital content, including social media posts, web copy, infographics, and short videos;
- Use analytic tools to track performance, identify trends, and optimize campaigns for maximum engagement;
- Build and grow vibrant online communities while maintaining brand consistency across platforms;
- Optimize and create website and digital content for visibility and accessibility;
- Possess strong and creative writing skills;
- Work closely with Recreation, Tourism and Culture to align digital efforts and overall municipal objectives;
- Proactively identify and address community concerns and feedback across platforms;
- Administering day to day digital activities, scheduling posts, engaging with followers, and monitoring social media;
- Collaborate with team members to ensure alignment and consistency in branding, style and messaging; and
- Other duties as required.

What You Bring:

- An ability to effectively and efficiently manage time, workload, and resources to accomplish assigned tasks successfully.
- Reasoning and critical thinking to help solve problems, achieve assigned tasks, collaborate, set goals, and meet deadlines.
- An ability to respond to changing circumstances and situations by being flexible and innovative, willing to learn new skills as required, and altering behavior to adapt to different situations.
- An ability to respond to all circumstances and remain calm in stressful situations.
- Can maintain positive working relationships and develop rapport with others. Can communicate clearly and effectively with people inside and outside of the organization.
- Can generate creative approaches to addressing problems and opportunities. Solve difficult problems through careful and systematic evaluation of information, possible alternatives, and consequences. Consider many sources of information and works through situations to come to workable solutions.
- An Ability to maintain positive working relationships and develop rapport with others. Communicates clearly and effectively with people inside and outside of the organization.
- Can take responsibility for actions and makes decisions that are consistent with ethical standards. Takes responsibility and ownership for decisions, actions, and results. Accountable for both how and what is accomplished.

Perks:

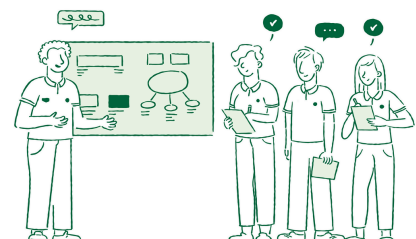
- Bi-weekly benefit spending allowance of \$275.00 - \$288.94.
- Comprehensive benefits package including Health, Dental and Pension plans.
- A chance to make a tangible difference in the lives of residents and in the organization.

How to apply:

Email your resume and cover letter to HR@fredericton.ca on or before
March 18, 2025 at 4:30 p.m. AST.

The City of Fredericton is an equal opportunity employer.

Only those applicants selected for further consideration will be contacted.



Fredericton



**WHERE CAREERS &
COMMUNITY FLOURISH**

