

Social Media & Content Specialist

Company Overview:

The Look Company specializes in providing world-class visual engagement solutions for sport, retail, and commercial clients around the globe. We are a high-energy, fast-paced organization that thrives on innovation, collaboration, and results. As we continue to grow, we are looking for a driven individual to help lead our production efforts and support our expanding operations.

At The Look Company, we value creativity, teamwork, and a can-do spirit. With offices in Canada, USA, Europe and the Middle East, we offer the chance to grow with a global company that rewards initiative, supports professional development, and fosters a culture of belonging and excellence.

Position Overview: Full-time Monday – Friday

Location: Remote with occasional in-office days in Barrie, ON

The Social Media & Content Specialist will support the North American marketing team in the development and execution of The Look Company's online social media and content strategy. This role is responsible for developing and executing engaging social media content, supporting marketing campaigns, and enhancing brand visibility across multiple platforms.

Role Responsibilities:

- Manage all company social media accounts to ensure relevant, up-to-date content
- Develop and share high-quality content (original text, images video) for multiple social media channels to attract and engage the target audience
- Regularly monitor and maintain social media channels, comments and messages
- Execute and manage paid social campaigns across various platforms
- Manage campaign budgets, forecast ROI, and execute A/B testing strategies to optimize performance and maximize conversions.
- Analyze performance, identify trends, and make data-driven recommendations to improve ad effectiveness
- Oversee the development of website content with external agencies ensuring a constant supply of relevant content
- Manage and organize digital assets, implement folder structures
- Stay updated on industry trends, platform updates, and best practices to drive continuous growth and innovation
- Create training presentations and tools for sales
- Maintain consistent brand message and position, externally and internally
- Participate in idea sessions for North America Marketing and Sales teams
- Other marketing duties as required

Qualifications & Requirements

- University or College Degree/Diploma in Digital Marketing, Media Communications, Marketing, or a related program from an accredited post-secondary institution.
- 5+ years of digital marketing experience with specific focus on social media, content development, digital acquisition, and lead nurturing.
- Prior experience with the successful execution of online paid marketing campaigns.
- Strong writing and communications skills – ability to communicate with diverse audiences.
- Experience with content management systems for websites.
- Experience with other digital marketing tools.
- Understanding of SEO and web traffic metrics/analytics.
- Experience using HubSpot or other marketing automation platforms.

Benefits:

- Company paid extended health care & dental after (3) months
- Life insurance
- Wellness program
- Company events
- Casual dress
- On-site parking

We believe a diverse workforce makes a different. We are an Equal Opportunity Employer. We appreciate the interest of all applicants, however, only those selected for an interview will be contacted.