



RICK RACK Marketing & Social Media Coordinator

RICK RACK is looking for an awesome person to join our team as Marketing & Social Media Coordinator! We are looking for a fun, outgoing, and creative team member with fresh ideas about online and social media marketing strategies to help spread the word about our sweet store.

The right person for the job would need to familiarize themselves with our target audience, identify marketing opportunities to reach them, propose advertising campaigns and related budgets, and execute agreed-upon marketing strategies with support from the RICK RACK team. The Marketing Coordinator would work closely with the Business Owner, Manager, & Programming Coordinator.

RICK RACK welcomes and encourages members of the BIPOC, LGBTQ2+, Indigenous, or other traditionally marginalized communities to apply. The initial rate of pay for this position is \$20/hr for 3 to 4 days of work per week and requires you to work from the Rick Rack location. This position has potential to turn into a full-time position as the business grows. We offer benefits as well as perks such as flexible scheduling, free classes, product discounts, and additional perks at our sister store, STASH.

Please submit your cover letter and resume to: Victoria Hedin, Manager, at orders@rickracktextiles.com. The deadline to apply is Wednesday, August 31, 2022.

Key Skills for the position:

- Knowledge of Google Ads & social media advertising opportunities is essential
- Must be familiar with current trends in social media platforms such as Instagram, TikTok, Facebook and how to utilize them
- Ability to create a timeline and meet set deadlines
- Excellent written and verbal communication skills
- Previous experience with in-person marketing such as trade show booths is an asset

- Must enjoy brainstorming, thinking outside of the box, and creative problem solving as a team
- Post secondary education related to digital and traditional marketing communications strategies is an asset
- Knowledge of garment sewing and current crafting trends is an asset but is not essential

Duties:

- Attend and contribute to team meetings and brainstorm sessions
- Work with the Manager to identify opportunities for RICK RACK to promote its offerings
- Work with the Programming Coordinator to promote classes, events, and workshops
- Provide guidance to staff and contract photographers on visual content needs
- Propose advertising campaigns for Google Ads and Meta platforms
- Create and schedule content for social media platforms. Answer questions and engage online with customers and the sewing community
- Collaborate with the RICK RACK team on written content, video, and photography necessary for successful marketing strategies
- Provide metrics to measure the success of applied advertising strategies
- Propose traditional advertising strategies when applicable
- Attend trade show or other markets as agreed upon by management to represent the business to potential customers

About RICK RACK Textiles:

RICK RACK Textiles is Calgary's largest garment-focused sewing supply store, offering a great selection of fabrics, patterns, notions, and accessories for sewists. We are a growing retail business with a strong brick-and-mortar presence as well as an ecommerce division. Our team is a mix of casual, part-time, and full time employees. For more information about RICK RACK textiles, please visit www.rickracktextiles.com.