

Marketing Associate Social Media (4-month internship)

Location: Montreal or Toronto

About Billdr

At Billdr, our mission is to make home renovations simple, transparent, and efficient for everyone. We're building technology to support homeowners with their projects from start to finish while also providing automation to general contractors to help them be more efficient and productive.

We are growing fast and hiring a team of hustlers and sharp thinkers with a "Mamba Mentality." We are pumped about improving how homes are built, renovated, and repaired through technology while ensuring a superior customer experience. Billdr has recently raised 4M CAD in seed funding and operates in Montreal, Toronto, and Chicago.

About the role

As the Marketing Associate Social Media, you will contribute to Billdr's social media strategy and put it into action. You will plan, write, and publish content across our social media channels to increase discovery, engagement, and followers. You will also grow and manage our online community: monitoring groups and accounts, commenting, and answering questions daily. You will work closely with internal and external stakeholders to produce quality work while upholding the Billdr style and brand guidelines. You are a creative writer and storyteller with basic design skills. You have hands-on experience planning, writing, posting, and monitoring social media content. You will have the opportunity to learn and take on exciting new challenges as we grow the business.

Join our talented, growing team as one of the first thirty Billdr employees! You will report to our Head of Growth and Marketing and collaborate closely with marketing, product, engineering, and operations. We are currently working in-office/from-home hybrid model. We are only accepting applicants who live in Montréal or Toronto.

What you will do

- Create, present, distribute, and continuously update the social media content plan
- Write social media content in English and French to educate and engage audiences and drive curiosity and action, optimizing posts for reach and engagement
- Write compelling social media ad copy and associated landing pages
- Monitor groups and accounts, share relevant content with Billdr audiences, and engage with industry accounts daily
- Coordinate content creation; work closely with the marketing team, freelancers, and agencies; continuously improve approval and reporting processes
- Encourage and educate Billdr teams to contribute and participate in social media activities so that we can share their expertise and experiences with our audience
- Ramp up content on Pinterest and TikTok - propose a plan, implement and continuously improve it
- Participate in brainstorming sessions, research industry stories, and trends; track topics that will resonate with the Billdr audience (renovation, construction, interior design, architecture,

structural engineering, real estate, finance), integrate hot topics and collaborate with the team to develop new content marketing campaign ideas

- Enforce and follow the brand, style, and social media content guidelines (brand police)
- Research topics and hashtags, coordinate art, research images, and crop them for social media, as required
- Continuously monitor, benchmark, and report on competition
- Stay on top of social media trends and new features; test and iterate to maximize channel effectiveness
- Regularly report on KPIs and learnings, providing actionable insights for internal teams

What you'll need

- University or College degree in communications, marketing, journalism, or equivalent
- 1 year of experience managing social media or community management for a brand (recent graduates welcome!)
- Exceptional English writer with excellent storytelling and communication skills
- Ideally bilingual, English and French (verbal and written) - capable of writing and responding to social posts in both languages
- Command of Google Suite (Google Docs, Sheets, Slides)
- Ability to create and edit image assets using Adobe Creative Cloud, Canva, or Figma
- Experience with Sprout Social or Later, an asset
- Keen understanding and curiosity about content and digital marketing
- Ability to identify industry trends, draw conclusions, and develop actionable recommendations
- Growth mindset: adapt to changing needs and priorities and get the job done with excellence
- Motivated, enthusiastic and resilient team player who can work independently
- Comfortable working with remote teams
- Culturally aware, inclusive, empathetic, sense of humor

Compensation

- Salary: \$25/h

Billdr focuses on construction, home renovation, and home improvement. The company has a team of twenty-two employees located in Montreal, Toronto, and Chicago. To date, Billdr has raised over \$4.6M of funding; their latest round was closed in October 2021.

Learn more about us on our website <https://billdr.co> and connect with us on LinkedIn, Instagram, Facebook, Pinterest, and Twitter.