

Marketing & Social Media Assistant

Compensation: \$23.00-\$26.00/hr + 4% in lieu of vacation

Employment Type: Fixed-Term, Part-Time (3 days per week)

Schedule: In-person, Monday to Wednesday

Duration: The anticipated duration is from May 20 to August 29, with the possibility of extension

Vancouver Bike Share (VBS) operates Mobi by Rogers. We are dedicated to ensuring the highest quality of shared micromobility service for this important transportation option. Since launching in 2016, we've facilitated millions of trips for more than 400,000 different people. Our team shares a passion for cycling and all of the benefits that come with it - especially when shared!

The **Marketing & Social Media Assistant** will work closely with the Marketing Manager to plan and execute marketing campaigns, manage social media accounts, support the community pass program and get people excited about bike share! This role is primarily in-office, but there will be chances to get out into the field as well.

Responsibilities:

- Produce engaging and creative marketing materials
- Identify ways to reach new audiences and engage with potential customers
- Generate ideas and create content for social media, newsletter, etc.
- Investigate and follow up on marketing-related customer inquiries
- Help administer and support our equity program, the Community Pass
- Liaise and work cross-functionally with other departments to execute projects
- Perform additional duties as assigned by your Manager

Qualifications and Competencies:

- Out-of-the-box thinking & creativity
- Comfortable working independently, being on camera, and using your voice in content
- Experience with platforms like Instagram, YouTube, LinkedIn, TikTok, and X (Twitter)
- Experience in content creation (recording, editing, posting, boosting, and reporting), and social media scheduling tools
- Proficient in using Photoshop, Illustrator, Canva, video editing software, and Google Workspace
- Excellent communication and problem-solving skills
- Comfortable in a fast-paced environment with shifting priorities
- Degree (or pursuing) in marketing, graphic design, photography, or videography an asset
- Knowledge of Micromobility and the Mobi by Rogers system an asset

Benefits:

- Free use of Mobi by Rogers classic bikes and ebikes
- Bike tune-ups & repairs by our mechanics
- Free period products in bathrooms
- Friends & family discounted Mobi membership pricing
- A workplace culture that values: passion, respect, inclusivity, flexibility, sustainability, and fun!

Interested or know someone who is? Apply by sending a resume and cover letter to: jobs@mobibikes.ca

We strongly encourage applications from women, gender-diverse individuals, Indigenous peoples, people of colour, and 2SLGBTQ+ individuals. At Vancouver Bike Share, we are committed to recruiting a diverse workforce that represents the community we so proudly serve.