

2026 SUMMER JOBS PROGRAM – TORONTO CARIBBEAN CARNIVAL

Digital Marketing Coordinator

The Marketing Assistant will support the planning, development, and delivery of digital, social media, and public-facing communications for the Toronto Caribbean Carnival's summer programming.

Under the supervision of senior marketing staff, the youth will gain firsthand experience in content creation, digital communications, brand storytelling, community engagement, and campaign coordination.

Tasks and Responsibilities

1. Digital Content Creation and support

- a. Assist in drafting social media posts, captions, event descriptions, and promotional messaging for platforms such as Instagram, Facebook, TikTok and LinkedIn
- b. Help gather photos, video clips, interviews, and event highlights from programming and community activations.
- c. Support the creative team by preparing simple graphics, storyboards, content outlines, and caption drafts.
- d. Organize and label digital content to maintain an accessible media library for the Marketing Department

2. Social Media Scheduling and Analytics

- a. Assist with drafting content calendars and scheduling posts using approved tools and timelines.
- b. Track engagement metrics (reach, likes, shares, comments) and prepare weekly performance summaries.
- c. Identify emerging digital trends and youth-relevant content formats that can strengthen engagement.
- d. Support monitoring and responding to community inquiries under supervision.

3. Marketing & Communications Coordination

- a. Help prepare promotional materials, newsletters, press releases, and community announcements.
- b. Assist with outreach to media partners, sponsors, influencers, and community organizations.
- c. Maintain mailing lists, contact sheets, and collaboration logs to support campaign coordination.
- d. Participate in team meetings and contribute creative ideas for promotional strategies.

4. Event-Based Marketing Support
 - a. Support on-site marketing activities during workshops, activations, and festival events, including collecting live content, facilitating sponsor activations, or distributing promotional materials.
 - b. Assist with signage installation, QR code placement, booth setup and capturing attendee engagement.
 - c. Ensure consistent brand representation across marketing touchpoints and event spaces.
5. Community Engagement & Storytelling
 - a. Help identify youth stories, artist highlights, cultural features, and community initiatives that can be showcased on digital platforms.
 - b. Support engagement with priority groups such as low-income families, children and youth, and young women by helping tailor messaging that is accessible and welcoming.
 - c. Assist in creating content that promotes inclusion, cultural education, and positive representation.
6. Administrative and Research Tasks
 - a. Conduct research on audience demographics, best practices in youth marketing, and trends in cultural event promotion.
 - b. Assist in preparing reports, media summaries, and post-event marketing evaluations.
 - c. Support digital file organization and documentation of marketing activities.
7. Accessibility, Safety and Brand Compliance
 - a. Ensure digital materials meet accessibility standards (readability, contrast, captioning)
 - b. Participate in safety briefings and follow guidelines for responsible and ethical storytelling.
 - c. Uphold brand consistency, privacy guidelines, and ethical content practices always.
8. Professional Development and Continuous Improvement
 - a. Participate in training on communications, social media strategy, brand voice, and digital tools.
 - b. Provide ideas for improving reach, community connection, and youth engagement.
 - c. Engage in post-campaign reflections to identify successes and areas for growth.

Your Skills include:

- Adaptability
- Collaboration
- Communication
- Creativity and Innovation
- Digital Skills

- Numeracy
- Problem-solving