



Position: Social Media Coordinator

Location: North Wiltshire, Prince Edward Island

Type: Part-Time (Permanent)

Start Date: Immediate

About Us

Bluefield Seeding Solutions Inc. (BSSI) is an Ag-Tech company located in North Wiltshire, PE. We develop innovative precision planting technologies that help potato farmers increase efficiency and sustainability. Our team values creativity, problem-solving, and building strong relationships within the agricultural community.

Role Overview

We're looking for a Social Media Coordinator to help us share the story of BSSI and its innovative solutions. This role will focus on connecting with potential customers and industry professionals through social media, creating engaging content, and assisting with marketing activities.

Key Responsibilities

- Develop and schedule social media content highlighting our products, farmers, and Ag-Tech innovations.
- Manage and grow BSSI's social media presence across relevant platforms.
- Create engaging content for newsletters and campaigns (we currently use Mailchimp).
- Assist with coordinating marketing projects and promotional activities.
- Monitor and report on engagement metrics to help shape strategy.
- Reflect on marketing campaigns and present insights to company executives.
- Propose creative strategies to reach the niche market of potato precision planting.

Qualifications

- Familiarity with social media platforms and digital marketing
- Student or recent graduate in Marketing, Agriculture, or a related field, or with relevant experience (preferred, but not required)
- Strong written and verbal communication skills
- Basic knowledge of email marketing tools (Mailchimp experience is an asset)
- Strong organizational and time-management skills
- Ability to work independently and as part of a team
- Video editing skills are an asset, but not required

How to Apply

Email your **resume and cover letter** to omar@bluefieldseedingsolutions.com with the subject line: **“Social Media Coordinator– [Your Name]”**.

We are committed to fostering a diverse and inclusive work environment and welcome applications from all qualified candidates. Only those selected for pre-screening will be contacted.