

Business Development Coordinator – Expanded Role

Wilkinson & Company LLP is a renowned regional public accounting firm of Chartered Professional Accountants with offices in Trenton, Belleville, and Kingston that provides a full range of accounting services. Acting as the primary support to the Chief Operations Officer (COO), the Business Development Coordinator supports the overall administration for the business development area and COO. This role is instrumental in ensuring the smooth operation of our firm, from coordinating social events and managing administrative tasks to spearheading creative social media campaigns and community engagement initiatives. If you are an organized, detail-oriented individual with a passion for event planning, social media, and marketing, we invite you to apply for this exciting opportunity.

Who We Are:

We offer a small firm feel with a work-life balance focus, supported by the technical knowledge and resources of a national firm. Wilkinson & Company LLP continues to grow and lead with service excellence. At Wilkinson, we prioritize collaboration, community, and your professional growth.

Why Choose Wilkinson?

- Modular Flex benefits customized to your needs
- Pension plan with employer contribution match after two years
- Opportunities for flexible, compressed, or modified work schedules
- Professional development and mentorship programs
- Inclusive, collaborative environment fostering innovation

The Opportunity:

Social Media and Marketing Responsibilities

- Develop and execute creative content strategies across major social media platforms (e.g., LinkedIn, Instagram, Facebook, Twitter, and emerging platforms).
- Design visually compelling and brand-consistent content, including graphics, short videos, and infographics.
- Schedule, monitor, and analyze social media posts, utilizing analytics tools to track engagement and optimize performance.
- Collaborate with internal teams to align social media efforts with broader marketing goals.
- Stay current with digital trends, platform updates, and new technologies to keep the firm's online presence fresh and engaging.

- Assist in creating website content updates and monitoring performance analytics.

Event Coordination and Community Engagement

- Plan, organize, and execute a variety of social events, including team-building activities, client appreciation events, and community service initiatives.
- Manage all event logistics, including venue selection, catering, branding, and attendance tracking.
- Leverage firm sponsorships for branding and advertising opportunities.
- Coordinate with local organizations to maximize impact in community engagement projects.

Administrative Support

- Serve as the COO's key administrative partner, managing schedules, communications, and project deadlines.
- Prepare presentations, reports, and other supporting materials as required.
- Manage firm-wide administrative tasks, such as maintaining records, scheduling meetings, and handling supply orders.

Collaboration and Innovation

- Work closely with the marketing team to align creative and strategic marketing goals.
- Support the firm's corporate social responsibility efforts by engaging employees and external stakeholders.
- Proactively suggest and implement innovative ideas for client and community engagement.

What You'll Bring to the Role:

- **Educational Background:** College diploma or degree in marketing, business administration, or a related field.
- **Experience:** Proven experience in social media management and content creation, with proficiency in tools like Canva, Adobe Suite, or similar platforms.
- **Skills:**
 - Strong creative writing and storytelling ability.
 - Solid understanding of social media metrics and analytics tools.
 - Exceptional organizational and multitasking skills.
 - Confidence in event planning and logistics.

- Proficiency in Microsoft Office Suite and familiarity with CRM tools.
- **Other Requirements:**
 - Class G driver's license and the ability to travel between locations.
 - A positive, collaborative attitude with a passion for growth.

Wilkinson & Company LLP is an equal opportunity employer, committed to fostering diversity and inclusion in the workplace.