

Key Account Marketing Coordinator

Interweave Media Group | London, ON

Interweave Media Group is seeking a Key Account Marketing Coordinator to own the marketing strategy and deliverables for one of our key clients in the home service industry, keeping their brand sharp, their digital presence strong, and their accounts growing.

ABOUT THE ROLE

In this role, you'll be the dedicated marketing lead for a single key client in the home service space. You'll wear two hats: trusted client partner and hands-on marketing executor. From shaping the overall strategy to producing the work itself, you'll own day-to-day client communication, manage their digital presence end to end, and lead client relations across social media. This is a role for someone who's both a people person and a skilled digital marketer, and who takes pride in being the go-to expert for the brand they manage.

KEY RESPONSIBILITIES

- Own the marketing strategy and deliverables for a key client in the home service industry, acting as their dedicated marketing lead
- Serve as the primary point of contact for the account, building a trusted, long-term relationship
- Lead regular client meetings, status calls, and reporting sessions; proactively communicate updates, results, and recommendations
- Develop and execute a social media strategy across platforms (Instagram, Facebook, LinkedIn, TikTok, etc.) tailored to the client's brand and goals
- Create, schedule, and manage social media content, including copywriting, coordinating visuals with our creative division, and community management
- Oversee the client's digital presence and online reputation, including managing client relations and engagement across social media
- Manage the client's website; updating content, coordinating changes, and ensuring a strong digital presence
- Oversee SEO efforts including keyword strategy, copywriting, on-page optimization, and performance tracking
- Set up, manage, and optimize Google Ads and Meta Ads campaigns for the account
- Track and report on account performance metrics; translate data into clear, meaningful client-facing reports
- Collaborate with internal teams (creative, strategy, leadership) to ensure client needs are understood and met
- Identify opportunities to grow the account and contribute to client retention and satisfaction

WHAT WE'RE LOOKING FOR

- 2–4 years of experience in a marketing coordinator, account coordinator, or account manager role, ideally within an agency environment

- Strong interpersonal skills; you're confident, proactive, and genuinely enjoy client relationships
- Proven ability to create compelling social media content with a strong sense of brand voice and visual direction
- Comfortable managing online community engagement and client relations across social platforms
- Familiarity with social media scheduling and management tools
- Working knowledge of Google Ads, Meta Ads, and SEO fundamentals
- Experience with WordPress or similar CMS for website updates
- Exceptional organizational skills with the ability to manage a full account without letting details slip
- Strong written communication skills with an eye for quality and accuracy
- A self-starter mentality with a collaborative spirit
- Experience marketing for home service, trades, or local service-based businesses is a strong asset

WHY JOIN INTERWEAVE?

- We boast a collaborative, creative team environment where your ideas are heard
- Collaborative and creative team environment where your ideas and input are genuinely valued
- Opportunity to work with a diverse range of clients across multiple industries
- Competitive compensation based on experience and skill set
- Remote-first team environment with a virtual office setup and flexible work structure
- Full-time position based in London

HOW TO APPLY

Visit interweavemediagroup.ca/careers or email your resume to info@interweavemediagroup.ca. Please note that only select candidates will be contacted.