

Digital Content Coordinator

Work Description

Location: Charlottetown, Prince Edward Island. Hybrid work arrangement may be considered.

Position Type: Part-time and Full-time Role(s)

Reports to: Director of Marketing and Communications, PEI BioAlliance

Salary Range: \$24 - \$26 per hour, depending on work experience.

About

PEI BioAlliance is a private sector-led not-for-profit organization that has spent over twenty years building Prince Edward Island's bioscience industry, working alongside companies, academic and research institutions, and government partners to grow bioscience into one of the province's leading economic sectors.

We are conducting this process to fill both immediate and future staffing needs for part-time and full-time role(s). The duties of this role is to bring a consistent, professional voice to the organization and give it the dedicated content support it needs to grow its audience and impact. It also involves producing content for Emergence, a business accelerator program supporting bioscience startup and scaleup companies in Atlantic Canada.

Position Overview

The Digital Content Coordinator will play a key role in amplifying the visibility, voice, and impact of PEI BioAlliance. This role is responsible for developing and executing integrated content strategies across newsletter, social media, and direct mail channels, creating engaging content, fostering community relationships, supporting digital marketing initiatives, and integrating artificial intelligence (AI) tools to enhance efficiency, creativity, and engagement.

This is a hands-on, creative role suited for someone passionate about storytelling across multiple formats, digital and print, and comfortable using integrated platforms (e.g., HubSpot), to tell the story of the growth of PEI's bioscience sector.

Key Responsibilities

Content Creation & Management

- Develop and execute an integrated content plan spanning newsletter, social media, and direct mail, aligned with the strategic goals of PEI BioAlliance.
- Create high-quality content (graphics, photos, short videos, reels, stories, posts, newsletter articles, and direct mail pieces) tailored to each channel and audience.

- Write compelling copy (captions, newsletter articles, and direct mail messaging) that highlights member and partner achievements, sector news, and program milestones.
- Maintain a consistent visual identity and tone across all channels, in line with the PEI BioAlliance brand.
- Leverage AI-enabled content tools such as Canva for design, Lovable for building and updating web content, and Claude for caption, copy, and content drafting to streamline creation and maintain brand quality.

Newsletters

- Plan, write, edit, and distribute regular email newsletters for PEI BioAlliance and Emergence bio accelerator program audiences.
- Coordinate content gathering from staff, board members, volunteers, and partners, and manage the editorial calendar and send schedule for the newsletter.
- Track open and click-through metrics and adjust content and format based on performance.

Social Media Strategy

- Manage and grow the social media presence of PEI BioAlliance and program accounts (primarily LinkedIn; potential expansion to Instagram, X, or YouTube).
- Monitor sector trends, emerging platforms, and best practices to keep PEI BioAlliance's digital presence modern and effective.
- Implement campaigns that support events, advocacy, membership development, and partnerships.
- Incorporate AI analytics and SEO optimization tools (e.g., HubSpot AI, Hootsuite AI Composer) to refine campaign strategies, identify trending topics, and improve visibility.

Campaign Materials

- Develop campaign materials, including sponsor appeals, event invitations, and program announcements, coordinated with the broader content calendar.
- Maintain and segment email contacts and coordinate production and delivery with print vendors.
- Track response rates and incorporate learnings into future campaigns.

Community Engagement

- Interact with members, partners, and media to build a vibrant community around PEI BioAlliance.
- Track mentions, respond to messages and comments, and encourage meaningful conversation about the bioscience sector.
- Highlight member stories, company milestones, program successes, and upcoming opportunities.

- Experiment with AI-powered engagement features, such as intelligent chatbots or automated response recommendations, to maintain timely interaction while preserving a human touch.

Analytics & Reporting

- Monitor performance across newsletter, social, and direct mail channels, and generate monthly analytics reports.
- Use insights to optimize content, posting and send schedules, and campaign performance.
- Track KPIs such as reach, engagement, follower and subscriber growth, response rates, and website traffic contributions.
- Utilize predictive analytics via AI-driven tools (e.g., HubSpot AI Insights, Sprout Social AI) to identify emerging topics and forecast audience engagement patterns.

Digital Marketing & AI Integration Support

- Assist in maintaining and updating web content when required.
- Support broader marketing efforts, including event promotion and program announcements, across digital and print.
- Collaborate on marketing assets for events, programs, and initiatives.
- Champion responsible adoption of AI in marketing and communications, staying current on new tools and trends relevant to PEI BioAlliance's mission.
- Train and support staff in leveraging AI tools safely and effectively for increased productivity and quality.

Qualifications

Required

- Must have recently graduated with a post-secondary degree or diploma in marketing, communications, public relations, digital media, or a related field.
- Where applicable, the candidate must qualify for the Skills PEI Graduate Mentorship Program.
- 1–3 years of experience in content coordination, social media, digital marketing, or newsletter/email marketing.
- Strong writing, editing, and storytelling abilities across multiple formats.
- Experience using graphic design and content creation tools (e.g., Canva).
- Familiarity with LinkedIn, email marketing platforms (e.g., HubSpot, Mailchimp, Constant Contact), and social media analytics tools.
- Demonstrated curiosity about AI tools and their application in marketing and communications.

Preferred

- Knowledge of the life sciences, innovation, or tech ecosystem.
- Basic photography or videography skills.
- Experience with website content management.
- Hands-on experience with AI-assisted marketing tools, such as ChatGPT, Copilot, HubSpot AI, Claude, or similar platforms.

Competencies

- Creative thinker with strong attention to detail.
- Proactive, organized, and able to manage multiple projects at once.
- Comfortable working independently and collaboratively within a team.
- Strong interpersonal and communication skills.
- Enthusiasm for representing PEI's growing life sciences sector.
- Adaptability and openness to learning new AI and digital tools to keep communications ahead of the curve.

Working Conditions

- Hybrid work environment with flexibility.
- Occasional evening or weekend work for events or time-sensitive announcements.
- Some travel within Prince Edward Island may be required.

To Apply

Please email your resume by November 6th to bobbijo@peibioalliance.com with the subject line Digital Content Coordinator. Only those candidates to be interviewed will be contacted.