

Social Media Coordinator

Position Information

Under the direction of the Senior Marketing Communications Strategist, Active Living and the Outdoor Centre, the primary responsibility of the Social Media Coordinator is to execute Active Living's organic (unpaid) social media strategy.

- Hours: Part-time, 10-15 hours per week
- Work environment: Hybrid (minimum 75% on campus during regular business hours).

Responsibilities

- Create and edit written, video and photo content for Facebook, Instagram and YouTube
- Research and develop creative content ideas that will engage target audiences
- Coordinate with Active Living program coordinators and subject matter experts to create content that promotes Active Living programs, services and facilities.
- Collaborate with Senior Marketing Communication Strategist to maintain social media content calendar
- Schedule and post content
- Interact with followers and respond to comments and messages
- Monitor social media channels for industry trends
- Review analytics and create reports on key metrics
- Other support of digital and print marketing communications as required

Job Requirements

- Experience with the social media platforms: Facebook, Instagram and YouTube
- Understanding of and/or desire to learn about the use of social media for strategic organizational communications, marketing and audience engagement
- Proficient in iPhone photo/video capturing and editing
- Strong copywriting and copyediting skills
- Ability to work independently and as part of a team
- Ability to exercise a high degree of initiative with sound judgement
- Creative and critical thinking skills
- Strong organizational skills

- Knowledge of Canadian Press (CP) style guide is an asset
- Basic graphic design skills are an asset

How to Apply:

Submit the following as a single PDF to alcomms@ucalgary.ca

- Resume
- Cover Letter
- Writing Sample

Deadline: Nov. 17, 2023