



Job Description

Taste of Edmonton – Social Media Coordinator

Main functions: Supports the social media marketing process for the Taste of Edmonton 2019 festival. This position reports to the Marketing and Event Managers and works closely with the Marketing Coordinator.

Duties:

Here's who you are and what you'll be doing:

- You will implement the Taste of Edmonton social media marketing plan in order to increase our online presence and improve our marketing and sales efforts.
- You can create engaging text, image and video content employing the latest social media best practices and technologies
- You'll measure the success of the social media campaign and adjust as necessary
- You can use (or learn) social media marketing tools (Hootsuite)
- You're comfortable in communicating with stakeholders including vendors, volunteers, staff and management
- You're a team player, but can work independently.

Working conditions:

- Contract timeline is 35 hours/week Mid-May until Mid-August.
- Work weeks: Monday to Friday, 8 hours per day starting at 08:30 am.
- During the festival, there is an expectation of longer hours that will be paid at 1.5x after 44 hours of regular time, in accordance with provincial bylaws.

Employment requirements:

- Knowledge of Facebook, Twitter, and Instagram, web design and publishing
- Proficient in spoken and written English
- Punctual, meticulous, reliable, and a leader
- Current post-secondary student returning to school in the fall
- Proficient in the use of Microsoft Office applications
- Physically able to lift up to 50lbs and be mobile for 8+ hours
- Follow: human resource policies and procedures as set out in Alberta employment standards; current business processes and systems; and health and safety procedures and ensure policies
- Comply will all provincial federal and municipal codes of practice and bylaws
- Must be of legal age

Key competencies:

- You have good judgment and decision-making.
- You're a master multitasker and planner.
- You can collaborate and cooperate with multiple agencies and work groups.
- You solve problems and troubleshoot professionally and efficiently
- You can coach and mentor others.
- And you're a quick thinker and are able to develop solutions to problems effectively