

## Social Media & Marketing Coordinator

### Job Description

The Social Media & Marketing Coordinator will be responsible for a variety of marketing deliverables with an emphasis in social media. While the primary responsibility will be that of social media strategist, this person will also work on other marketing and public relations projects, not only in creating content for marketing pieces but assisting the public relations team with media request outputs and media reporting. This position will support non-profit organizations (including the Chamber of Commerce/Burns Lake Visitor Centre, Burns Lake Museum, Burns Lake Mountain Biking Association, Fall Fair Society, Lakes Outdoor Recreation Society; to name a few) and businesses in the Tourism & Hospitality sectors.

### Responsibilities

- Serve as the content and social media strategist
- Write, edit and publish social media content
- Track success of content and digital campaigns through social media metrics and develop weekly and monthly reports
- Reach out to social influencers and the press to generate buzz about tourism and special events and activities in the Lakes District
- Manage social media customer complaints
- Liaise with local businesses to maximize social media presence for the Lakes District
- Research appropriate content and photos for each social media channel
- Facilitate social media banner changes
- Prepare a report for weekly social media meetings
- Manage the coordination and production of monthly internal newsletter
- Draft press releases to keep buzz about events, activities, and opportunities
- Attend Tourism/Visitor Information Counsellor Training, if not already certified
- Aid with Burns Lake tourism marketing research and special projects
- Comply with professional dress code and grooming standards
- Follow all Standard Operating Procedures as outlined for the Visitor Centre and Chamber of Commerce
- Participate in familiarization tour

### Qualifications

- Tourism Visitor Information Counsellor training and certificate (will provide training if necessary)
- Knowledge of social media outlets, events, promotions, tourism products/services
- Fluent in English; second language is an asset
- Excellent communication and customer service skills – face to face, telephone and written
- Able to demonstrate initiative and resourcefulness, and work independently
- Strong computer skills
- Available to work Saturdays and Sundays
- Student must be returning to school full time in the fall

For more information, please contact [manager@burnslakechamber.com](mailto:manager@burnslakechamber.com) or drop off a resume during regular office hours before April 30<sup>th</sup>, 2018 at 4 pm.