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## **JOB DESCRIPTION – Coordinator, Social Media (One-Year Term)**

### **COMPANY OVERVIEW**

Tourism Calgary is Calgary's Destination Marketing Organization. Representing the tourism industry in Calgary and 500 member companies, Tourism Calgary brings Calgary to the world and the world to Calgary for leisure travel, sport, culture and major events. Tourism in Calgary annually contributes over \$1 billion in economic impact to the local economy.

### **THE POSITION**

Reporting to the Manager of Digital, this position is responsible for proactive social media engagement for Tourism Calgary's channels. The Social Media Coordinator works closely with the marketing and communications team to organize the creation and distribution of content on social media channels, while also building online relationships with key partners on these channels, to enhance visitation and the reputation of the destination. This position will be responsible for monitoring and reporting on key performance metrics and insights from Tourism Calgary's digital communities.

### **KEY RESPONSIBILITIES:**

- Work closely with marketing team to develop and execute a robust social media schedule.
- Develop and share the Calgary brand narrative across social media channels.
- Publish compelling content via social media channels, including the administration, coordination, tracking, scheduling and analysis of both paid, owned and earned social media content.
- Maintain and manage social media platforms including Facebook, Twitter, Instagram, YouTube, Snapchat and Pinterest.
- Create and improve processes, metrics, reporting and analytics designed to optimize social content and results.
- Provide general assistance to the marketing team in the preparation and execution of marketing campaigns and activities.
- Develop an understanding of social and digital market research, trends and consumer behavior to enhance effectiveness of Tourism Calgary's social media channels and report regularly on these trends with recommendations to the Marketing Department.
- Work collaboratively within the organization to ensure deliverables are aligned with company goals and objectives.
- Ensure that Tourism Calgary is at the forefront of social media trends, recommending new channels and tools as appropriate and developing processes to test, optimize and implement them.



- Provide recommendations for organization's social media strategy and support current initiatives.
- Foster and manage relationships with Tourism Calgary partners and vendors in the creation of content, amplifying Tourism Calgary content and providing social media resource support.
- Assist with content initiatives as part of the content marketing team.
- Accountable to achieving annual social media KPIs. Report regularly to the marketing team on social media KPI analysis and insights.
- Foster and maintain relationships with social media channel management representatives (Facebook, Pinterest, Twitter, Hootsuite, CrowdRiff)
- Work closely with the Digital Specialist to integrate social media elements into digital work (website, SEO)
- Working together with Creator Content Coordinator, propose and solidify social media contractor activities (consideration, budgeting, contracting, communications).
- Identify key influencers in social community to the Earned Media team and support Creator Content Coordinator on social initiatives where needed.

#### **QUALIFICATIONS**

- Required education: Post-secondary education in a related field
- 2+ years of relevant experience
- Excellent verbal and written communication skills
- Extremely high ethics and personal judgment
- Proficiency and experience with popular networks (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube) and support tools (Latergramme, Hootsuite, Sprout, Buffer, Periscope)
- Understanding of social media publishing standards, including strategies for both paid and organic content
- Strong project management experience working concurrently on multiple projects with challenging deadlines
- Familiarity and experience in publishing social media content for a branded author and in adhering to brand standards



- Ability to work with cross-functional partners and develop strong internal relationships
- Willingness to engage in some evening and weekend work as required

**Please note this is a one-year term role, commencing November 2019 until mid-November 2020.**

**Application Process:**

Reply in confidence with a cover letter and resume by October 24, 2019 to:

Roxanne Wideen  
Director, HR  
Tourism Calgary

E. [roxanne@tourismcalgary.com](mailto:roxanne@tourismcalgary.com)

Please note: only those selected for an interview will be contacted.