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**Community Social Media Coordinator Position**

**About Travel Drumheller**

Travel Drumheller is a non-profit destination marketing organization (DMO) responsible for creating and implementing marketing campaigns showcasing the Drumheller Valley as a premier destination.

**Vision**: Drumheller is a sought-after tourism destination

**Mission:** To promote Drumheller as a premier year-round destination through quality marketing and stakeholder engagement.

Travel Drumheller is a non-profit Destination Marketing Organization (DMO) dedicated to developing marketing campaigns designed to tell the stories of the Drumheller Valley to encourage year-round tourism.

**The Role**

The Community Social Media Coordinator will be responsible for writing, developing and implementing online content production. In addition, this position will attract and interact with virtual communities and network users to achieve superior customer engagement and increased visibility.

In fulfilling the responsibilities of this position, the Community Social Media Coordinator will be required to work in harmony and close cooperation with Drumheller Visitor Information Centre staff and Travel Drumheller ambassadors.

**What you will do:**

Optimize social media pages and profiles for Travel Drumheller,

Generate, edit, publish and share content daily (original text, images, video, HTML)

Attend events and produce live social media content

Create a content library that can be used throughout the year

Build meaningful online connections through dialogue and messaging

Respond to social media messages, inquiries and comments

Moderate user-generated content and messages appropriately

Track and analyze analytic reports to gain insights on traffic, demographics, and effectiveness; positively utilize information to affect future outcomes.

**Start Date**

June 15th 2022 for 8 weeks

Hours: 35/ week including all weekends

Wage $18 an hour

It will be a combination of remote work and in Drumheller when needed

Please note that this is a Canada Summer Student Job program Qualifications and attributes include:

To qualify with grant requirements, the successful candidate must be:

Between 15 and 30 years of age (inclusive) at the start of employment

A Canadian Citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act. According to the relevant provincial / territorial legislation and regulations, you are legally entitled to work.

Currently enrolled in a post-secondary institution or is a recent graduate, preferred

Third or fourth-year student, public relations or journalism

**Knowledge, Skills and Experience**

Proven working experience in digital marketing and social media

Strong familiarity with social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) and video/photo editing tools

Understanding of social media metrics; ability to interpret results and take action to increase the effectiveness of social media campaigns

Strong written and verbal communication skills

Detail and customer-oriented with good multitasking and organizational ability Ability to work under minimal supervision

**How to Apply:**

Please send your resume and cover letter to the Executive Director of Travel Drumheller [executivedirector@traveldrumheller.com](mailto:executivedirector@traveldrumheller.com)  with the email subject line: **Social Media Position.**

**Deadline to apply: 4 p.m. – May 27th 2022**

Valid Alberta Class 5 Drivers license with access to a vehicle

Send resume and cover letter to

Julia Fielding

[executivedirector@traveldrumheller.com](mailto:executivedirector@traveldrumheller.com)