



Travel Drumheller

UNCOVER WONDER

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. We are dedicated to developing marketing campaigns designed to tell the stories of the Drumheller Valley to encourage year-round tourism.

Vision: The Drumheller Region is an iconic Canadian destination

Mission: To promote Drumheller Region as a premier year-round destination

Travel Drumheller believes in

Delivering Quality Marketing
Value based stakeholder marketing
Collaboration
A well-informed tourism industry

The Role

The Community Social Media Coordinator will be responsible for creating online content in coordination with the marketing manager. In addition, this position may interact with virtual communities 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 regularly (original text, images, video, HTML)
Attend events and produce 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
Request the use of user-generated content through Crowdriff
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 2023 for 8 weeks

Hours: up to 35/week including all weekends - Thursday through Monday shift

Wage \$19 an hour

Travel expenses for visiting events and businesses in the Drumheller region

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.

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

Ability to capture and create quality content for different social media platforms

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

Currently enrolled in a post-secondary institution or is a recent graduate, preferred
Third or fourth-year student, public relations or journalism

How to Apply:

Please send your resume and cover letter to the Marketing Manager of Travel
Drumheller marketing@traveldrumheller.com with the email subject line: Social Media
Position.

Deadline to apply: 4 p.m. – April 23rd 2023

Valid Alberta Class 5 Drivers license with access to a reliable vehicle

Don't meet every single requirement? We know (and studies have shown) that women
and people of colour are less likely to apply for jobs unless they meet every single
qualification.

At Travel Drumheller we are dedicated to building a diverse, inclusive and authentic
team. So if you're excited about this role, but your experience doesn't perfectly align
with every qualification in the job description, we encourage you to apply anyway. You
may just end up being the right candidate for this or other roles on our growing team.