

Part-Time Contract Social Media Coordinator

Travel Drumheller

Are you passionate about social media, storytelling, and showcasing incredible destinations? Travel Drumheller is looking for a creative, organized, and enthusiastic Part-Time Contract Social Media Coordinator to help share the stories, experiences, and people that make the Drumheller Valley one of Alberta's premier tourism destinations.

Working closely with the Executive Director, you'll help promote local events, attractions, businesses, and experiences through engaging digital content that inspires visitors to explore the Valley.

Position Details

- Position: Part-Time Contract Social Media Coordinator
- Term: August 2026 – December 31, 2026
- Hours: Approximately 10 hours per week
- Compensation: \$22–25/hour (depending on experience)
- Independent contractor position (bi-weekly invoicing)
- Primarily remote, with occasional in-person meetings and attendance at local events.
- Possibility of contract extension

Responsibilities

The successful contractor will:

- Develop and maintain monthly content calendars.
- Create engaging content for Facebook, Instagram, and LinkedIn.
- Design graphics and social media assets using Canva.
- Create engaging Reels and other short-form video content for Instagram and Facebook.
- Schedule and publish content.
- Monitor and respond to comments and messages during contracted work hours
- Engage with partner organizations, local businesses, visitors, and followers online.
- Stay informed about upcoming events, attractions, businesses, and tourism experiences.
- Occasionally attend local events to capture social media content.
- Work collaboratively with the Executive Director to support destination marketing campaigns and seasonal promotions.
- Participate in regular content planning meetings.



Qualifications

We're looking for someone who:

- Has experience managing social media accounts for a business or organization.
- Has excellent writing and communication skills.
- Is comfortable creating graphics in Canva.
- Has experience creating Reels and short-form video content.
- Understands current social media trends and best practices.
- Is highly organized and able to work independently.
- Is familiar with Meta Business Suite.
- Has an interest in tourism, marketing, communications, or destination promotion.
- Is based in Drumheller or the surrounding area (strongly preferred).
- Photography and videography experience are considered assets, though Travel Drumheller maintains its own photo and video library.

We'd Love to See

When applying, we'd love to see examples of:

- Social media accounts you've managed
- Reels or short-form videos you've created
- Graphic design work (Canva or similar)
- Photography, if applicable

How to Apply

Please submit:

- Your resume
- A brief cover letter
- Links to social media accounts or examples of your work (portfolio, Instagram, TikTok, LinkedIn, etc.)

To Jessica Fleury, Executive Director at executivedirector@traveldrumheller.com

Applications will be accepted until Wednesday, August 12, 2026, at 11:59 p.m. Interviews will take place shortly after the closing date.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Travel Drumheller is committed to fostering an inclusive, respectful, and welcoming workplace and encourages applications from candidates of all backgrounds and experiences.