



## Social Media Coordinator

As we move into the future we find that social media is a key to the success of new members and recognition of our club and the sport in general. It is through electronic media that we capture many groups and areas for our curlers of the future. Langley Curling Centre prides itself on its dedication to members and community. As Baby Boomers and the genre of curler ages out we have to make changes to sustain the membership and keep curling thriving. Our goal is to capture the upcoming generations, the growing and changing communities, and exhibit the sport that fits all ages and is a sport for life.

### Social Media Coordinator Job Responsibilities:

- Execute a results-driven social media strategy.
- Develop and curate engaging content for social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with board of directors & club manager to create a social media calendar and marketing strategy.
- Monitor social media channels for industry trends.
- Collaborate with other curling clubs and affiliates too ensure latest news and support
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Targeting specific groups and areas

5-10 hours per week and will vary month to month during the season. Club opens in September and closes in late spring. Ability to use time when needed and reaction to on-going media postings. Hours are not limited or set. Candidate must be able to be available as needed, often as media posts or events happen. Calendar will be provided for club activities and events and possible local travel or late-night / weekend work expectations. One evening/month to attend BOD meeting. Depending on the applicants experience wages will be either hourly rate anywhere between \$17.00 - \$25.00/hr or annual curling fees subsidized.

### Social Media Coordinator Qualifications / Skills:

- Passion for social media and proficiency with major social media platforms and social media management tools. Facebook, Twitter and Instagram.
- Proficiency with video and photo editing tools, digital media formats, and HTML

- Excellent social listening skills
- Ability to understand historical, current, and future trends in the digital content and social media space
- Strong copywriting and editing skills
- Impeccable time management skills with the ability to multitask
- Able to work independently and reporting time accurately.
- Detail-oriented approach with ability to work under pressure to meet deadlines

Education and Experience Requirements:

- Experience with social media marketing or content development
- Direct experience using social media management tools
- Experience with Microsoft Office (Excel, Outlook)
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro, Canva) or equivalent digital media editing tools a plus
- Education experience an asset but not a requirement
- The love or at least an understanding of curling will benefit the applicant and the club

There is no age restrictions for the position if qualifications and skills are met however, please take in account the availability, travel and late night events. Start would be late August/early September. If you are interested, please send a cover letter with your detailed experience and a resume to [manager@langleycurlingcentre.com](mailto:manager@langleycurlingcentre.com) attention to Robyn Parkes – Club Manager.