

Social Media Specialist Job Description

Introduction:

Tourism Canmore Kananaskis (TCK) is the official not-for-profit Destination Management Organization for the area's tourism industry. Our goal is to increase overnight visitation by promoting the destination to high-value(s) visitors. We promote attractions, accommodations, restaurants, events and businesses in the area directly to consumers, while also leveraging international travel trade and media channels.

A major focus of our strategy is committing to a triple bottom line approach to ensure sustainable tourism development in the future. The triple bottom line approach considers economic (Profit), environmental (Planet) and social (People) factors to develop a more holistic accounting of sustainability.

Overview:

As the Social Media Specialist for Tourism Canmore Kananaskis, you'll play a pivotal role in weaving the narrative of Canmore and Kananaskis across the digital landscape while shaping and executing our online presence. This position involves building and implementing social media strategies, creating engaging content, and ensuring our brand resonates across various platforms.

As a key member of our team, you will curate and create content that goes beyond the ordinary, resonating with our audience on platforms like Instagram, YouTube, Facebook, Pinterest and X. Your role extends beyond content creation; it involves building on our brand persona, fostering visitor engagement, and contributing to our sustainable tourism goals.

Responsibilities

Content Creation:

- Develop and curate compelling content aligned with brand standards.
- Manage blogs, video feeds, and trending social networking sites.
- Stay abreast of social media trends and best practices.

Strategy Implementation:

- Build and execute social media strategies to enhance brand awareness and drive engagement.
- Research and identify opportunities to increase our online presence.

Analytics and Reporting:

- Provide comprehensive analytics, data presentations, and resource management reports.
- Monitor and report on the performance of social media initiatives.

Promotions and Campaigns:

- Create and manage campaign, aligning them with overall marketing goals.

Requirements:

- Strong project management and organizational skills.
- In-depth knowledge of various social media platforms and their audiences.
- Effective communication skills, both written and verbal.
- Ability to create and edit videos for social media use.
- Strong writing and editing skills.
- Team player with the confidence to lead and collaborate across departments.
- Quick learner with good technical understanding of hardware and software.

Experience:

- Previous experience managing social media accounts in public relations, marketing, sales, or community management.
- Experience using media management and intelligence tools.
- Proven ability to deliver projects on time, within budget, and error-free.

Education:

- Bachelor's Degree, preferably in Communications, English, Public Relations, Marketing, Journalism, Design, or Political Science.
- Consideration given to lower levels of education with a strong passion for the industry.

Location:

Situated amidst the awe-inspiring landscapes of Canmore and Kananaskis, this role isn't just a job; it's an invitation to be an integral part of our vibrant mountain community. We are seeking a candidate who not only possesses the necessary skills but also shares a connection with the Bow Valley. This is an opportunity to contribute to the story of Canmore and Kananaskis while being immersed in the very surroundings that make our destination extraordinary. As such, preference will be given to candidates residing in the Bow Valley region, as we believe that the best storytellers are those who live and breathe the mountain lifestyle every day. Join us in shaping the digital narrative of one of Canada's most stunning destinations.

Our office is in Canmore, Alberta. This position has the potential to be in-person or hybrid with mandatory office days.

Join us in transforming the way we live in the world!