

Social Media Coordinator - Job Description 2023

The Social Media Coordinator will be responsible for utilizing the NLFB social media channels to promote the festival, engage the public and maintain our online presence. They will gain hands on experience assisting with the promotion of festival events, artists, volunteer opportunities, partners, and more.

Under the direction of Northern Lights Festival Boréal (NLFB)'s Executive Director and Marketing & Communications Coordinator, the Social Media Coordinator will gain experience utilizing the NLFB social media channels to build community support for NLFB through: the execution of marketing and communications strategies; the coordination of social media and web communications; tracking and reporting on social media account performance; advertising sales for the Festival Program Guide and Festival App; the processing of ticket sales, vendor fees, membership sales etc.; the coordination of setup & logistics for the festival and special events; as well as day to day office tasks as necessary.

Duties:

- Using the NLFB social media channels (Facebook, Instagram, Twitter) to promote NLFB activities and achievements
- Developing, scheduling, and managing content for our social media channels (text, image, and video content)
- Measure and monitor engagement data to inform the organization's social media strategy
- Facilitate online conversations with customers, respond to queries, and facilitate social media takeovers
- Communicate with partners & designers to ensure that requirements are met for sponsored posts and partnership agreements
- Gain an understanding of NLFB as an organization, it's mandate as a non-profit org., will attend staff/board meetings, work with the executive and office staff on tasks as required.
- Assisting the Executive Director with various tasks such as volunteer outreach, the processing of ticket sales, vendor fees, membership sales etc.; the coordination of setup & logistics for the festival and special events; as well as day to day office tasks as necessary.

Requirements:

- Bilingualism (English and French) considered an asset
- Social media and marketing experience considered an asset
- Knowledgeable about social media platforms (Facebook, Instagram and Twitter)
- Knowledgeable about NLFB or knowledge of the local arts ecosystem considered an asset
- Work indoors and outdoors
- Ability to work in a fast paced, team environment

Anticipated Start Date: ASAP

Length of contract: 8 weeks x 30 hours/week

Rate of pay: \$16 / hour