



Social Media & Content Coordinator

The Social Media & Content Coordinator supports our marketing team to communicate and share the stories and experiences of Radium and the Columbia Valley. This role will be responsible for coordinating multiple social media channels, video & photo content development, assisting with marketing and public relations initiatives as well as working closely with tourism businesses and partners.

Job Responsibilities

- Oversee multiple social media accounts (Tourism Radium, Travel Columbia Valley, Columbia Valley Golf Trail) including strategy, planning content, and reporting.
- Manage monthly social media content calendars and execute posts and engagement with online audiences through comments and messages
- Create dynamic content including copywriting, photography, and videos for digital channels (social media, websites, e-newsletters etc.)
- Execute monthly e-mail newsletters
- Work with influencers, and travel media
- Help promote valley-wide events, businesses and visitor experiences
- Coordinate photo and video shoots
- Coordinate blog schedule and content
- Collaborate with Marketing & Media Coordinator on social media and content marketing strategies to increase engagement and followers, using new trends to playfully engage with audiences
- Help manage the storage of marketing assets including images, electronic files and creative archive library
- Publish paid social media advertising campaigns using Facebook / Google Advertising
- Travel and network with local businesses and tourism operators

Required Education, Skills and Qualifications

- Post Secondary education in Marketing and/or Communications
- 3-5 years experience managing social media accounts and digital copywriting.
- A passion for travel and tourism
- Strong creative eye and working knowledge of relevant social media platforms (Twitter, Facebook, Instagram etc).
- Good Photography / Videography skills (Smartphone and Camera).
- Design experience or education is an asset
- Experience executing e-mail marketing campaigns and/or strategy is an asset

- Experience publishing paid social media advertising is an asset
- A proven ability to meet deadlines, work with a team and juggle multiple projects
- Energy, enthusiasm, and high attention to quality & detail
- Excellent communication skills (written and verbal)
- Driver's license and regular access to a vehicle

Hours of Work: Working hours will generally occur from Monday to Friday, 32 hours (4-days) per week. The hours of work may vary and require evenings and weekends.

If this position sounds like a perfect fit for you, please send us your resume and cover letter to jessica@radiumhotsprings.com.

Application Deadline: March 28th, at 4pm MT.