



Job title	Social Media Specialist
Reports to	Director of Communications, Marketing, and Business Development
Salary	\$51,500 - \$57,000 annually

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, particularly with a focus on encouraging winter and spring 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.

Job purpose

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.

- Work with photographers, videographers, and Content Creators to develop and amplify content.
- Stay abreast of social media trends and best practices.

Strategy Implementation

- Build and execute social media strategies to enhance brand awareness and drive engagement.
- Create and manage campaigns, aligning them with overall marketing goals.
- Collaborate with team members to develop and align micro social media campaigns based on business needs.
- Research and identify opportunities to increase our online presence.

Analytics & Reporting

- Provide comprehensive analytics, data presentations, and resource management reports.
- Use analytics to refine strategies and optimize future campaigns
- Monitor and report on the performance of social media initiatives.

Community Engagement

- Handle direct messages, comments, and interactions across all platforms to foster engagement.
- Other tasks as assigned.

Requirements

Skills and Qualifications

- 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 creativity, storytelling, and an understanding of the tourism industry.
- 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.
- Experience analysing and reporting on multiple data sets as it pertains to social media and campaign performance.
- Proven ability to deliver projects on time, within budget, and error-free.
- Experience working with Large Language Models an asset.

- 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.
- Experience with design tools such as Canva or Adobe Creative Suite an asset.

Working Conditions

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 after a probationary period. Join us in transforming the way we live in the world!

Diversity, Equity & Inclusion

Tourism Canmore Kananaskis is strongly committed to employment equity within our community, and to recruiting a diverse team of staff. We encourage applications from people of all races, ethnicities, genders, sexual orientations, gender identities, gender expressions, socio-economic standings, ages, religions, and national origins. TCK is an equal opportunity employer committed to considering applicants who identify as part of an equity group. We value a wide range of skills, experiences, and backgrounds and encourage all qualified candidates to apply. We are working to eliminate barriers for applicants and team members from equity-seeking groups. If you require accommodations during the application or hiring process, please contact hr@explorecanmore.ca or 1-855-678-1295.