

## **Marketing and Social Media Coordinator**

### **Job Description**

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The Marketing and Social Media Coordinator reports to the Calgary Downtown Association's (CDA) Marketing and Communications Manager. The coordinator is responsible in assisting in promoting of a vibrant, prosperous, and attractive downtown. This position is accountable for ensuring a consistent voice for downtown activities on all the CDA's social media platforms and assisting the Marketing and Communications Manager in a variety of initiatives.

Responsibilities include:

1. Maintain and grow our follower base on all social media platforms – e-newsletter, Twitter, Facebook. Blog, Youtube, LinkedIn and Google + etc.
2. Keep abreast of all the trends/updates in the social media realm.
3. Contribute, post and manage the blog content and facilitate a variety of contributors.
4. Assist in the development of quarterly social media updates for the Board of Directors.
5. Assist the Marketing and Communications Manager with major campaigns e.g. – The Big Taste, Calgary's Dining Festival in March, Back to Style in September and Holiday in December.
6. Compile, distribute and post on the website the monthly and weekly e-newsletters.
7. Responsible for maintaining the website and ensuring the content is current and up to date.
8. Other duties as assigned.

#### Qualifications

- Minimum one to two -years related marketing experience
- Superior English language skills including writing, proof reading and oral communications skills
- Keen attention to detail
- Flair for creativity and innovation
- Ability to foster strong working relationships both internally and externally
- Post-secondary degree or diploma in marketing or communications
- Knowledge of ADOBE Photoshop
- Proficient in Wordpress, Facebook and Twitter platforms

Please submit your resume to Caralyn Macdonald, Marketing and Communication Manager at [caralynm@downtowncalgary.com](mailto:caralynm@downtowncalgary.com) by January 16, 2012